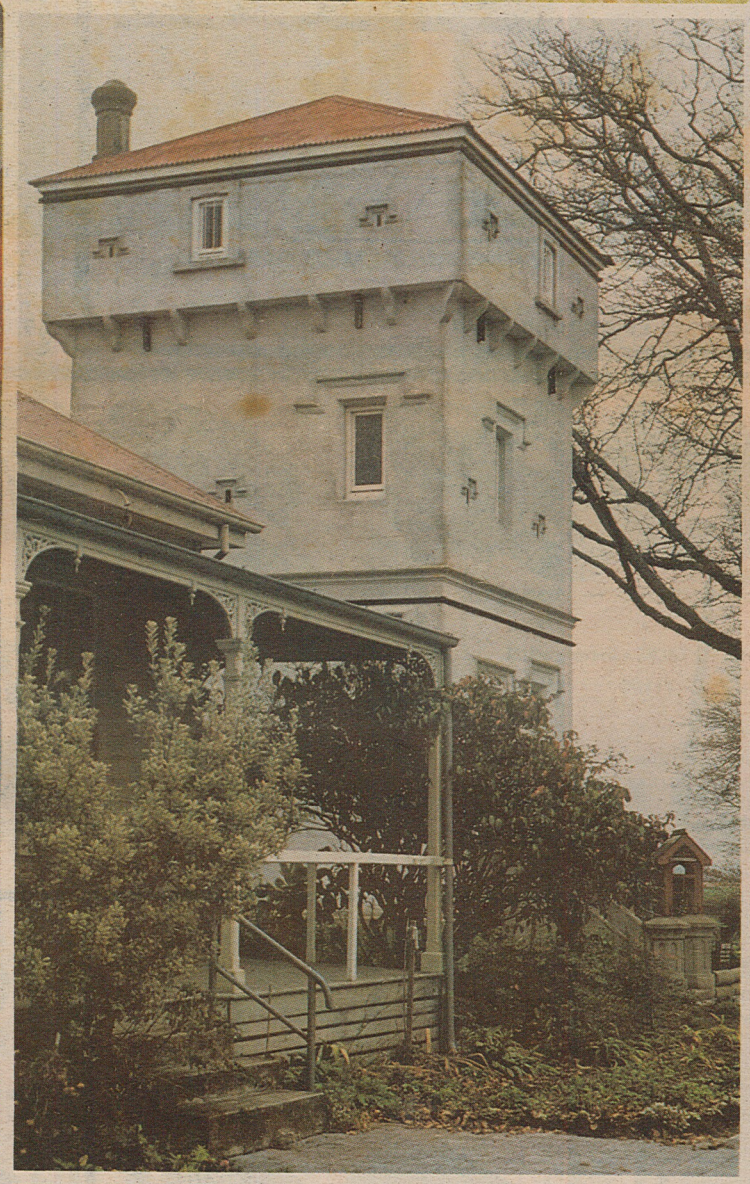
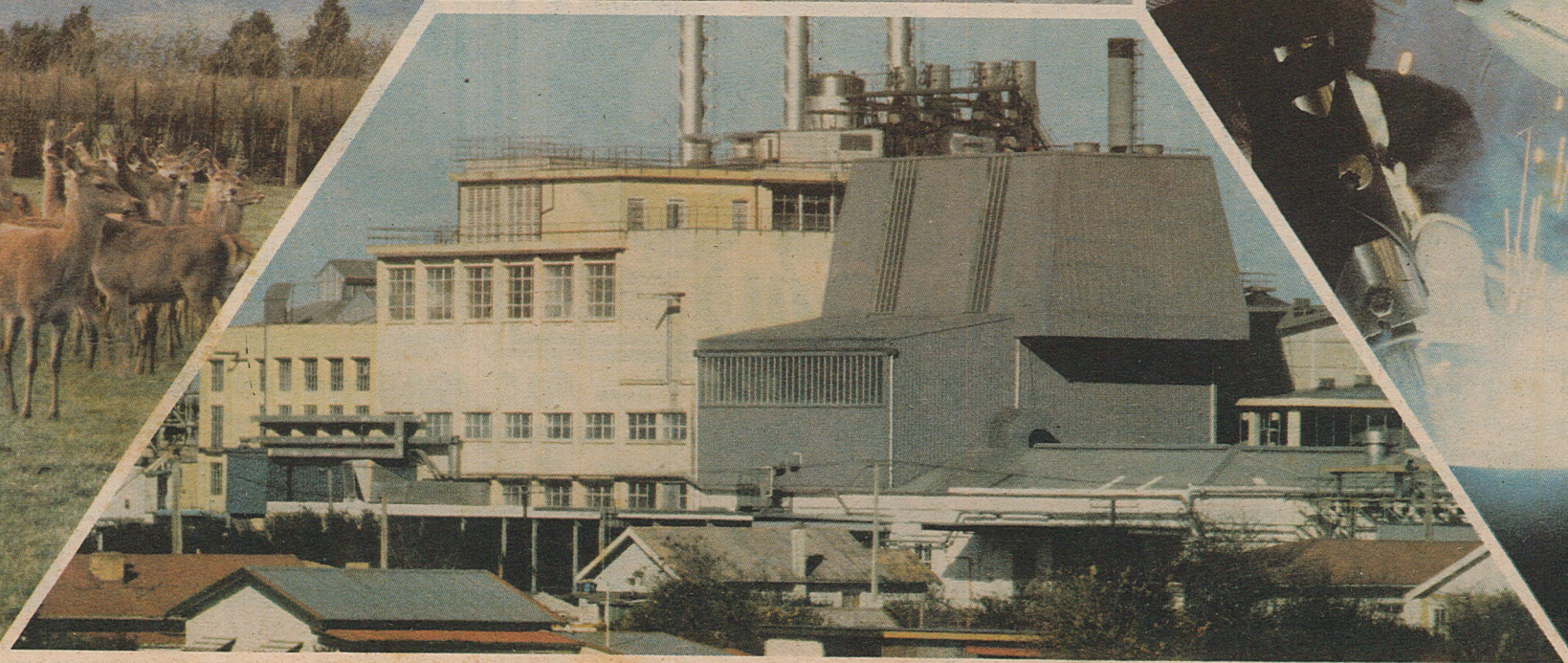
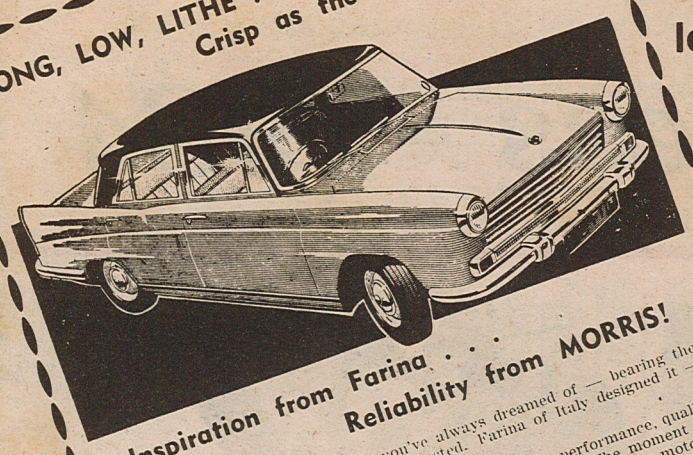
1963 - Chronicle - 1984
1934 - Tainui Press - 1984





LONG, LOW, LITHE . . .
Crisp as the Morning Air!



Inspiration from Farina . . .
Reliability from MORRIS!

Yes, it's the kind of car you've always dreamed of — bearing the name you've always known and trusted. Farina of Italy designed it — Morris of Oxford built it.

Never before was such a combination of looks, performance, quality, and comfort placed within reach of a family budget. The moment you drive it you'll know you're handling a car designed to make motoring history!

If you have any funds, or ANY ASSETS overseas, you may have access to sterling funds. We make no charge for the service of applying for a licence for you.

Cleaver Motors Ltd.

Tainui Street, Matamata Phone 23.

October, 1969

Morris
led the way
in the sixties . . .

but

THERE IS ONLY ONE
'1983/84 JAPAN CAR
OF THE YEAR'
NEW CIVIC

Even more than you expected
from
HONDA
at

Gavin Finch Motors Ltd
LMVD

Tainui Street Telephone 7129

Uncle Gets His Linotype

May 21, 1961

Another milestone in the life of Tainui Press and Householder.

Uncle's got his linotype.

That's why he moves about so briskly these days; a spring in his step and a twinkle in his heretofore bleary old eye.

There was considerable activity in Arawa Street Extension on Saturday morn a couple of weeks ago, when Merv Ellery brought his big truck, carrying the linotype, to the Tainui Press office.

Jim Drysdale was there with his hoisting equipment to lift the machine off the truck on to the footpath.

The Tainui Press staff was there in full force — both of them.

Carpenters were working like beavers taking out the window so that the ton and a half machine could be wheeled into the factory.

Truck and unloading gear were manoeuvred with much edging, creeping and unsolicited advice from bystanders, into position.

Then came the tieing on of slings.

A very delicate operation. For be it known, a linotype is a delicate piece of mechanism, and undue stress in the wrong place when being lifted, would cause irreparable damage.

The excitement was too much for Uncle. Nobody would listen to his advice, anyway. And he needed a sedative.

Fortunately, the dispensary was handy. So he made it a double.

By the time he returned to the scene of disorganisation, the lifting business was taking the weight and onlookers were wondering how high off the truck it would get before something happened.

Nothing did happen.

Slowly but surely the machine was raised, the truck driven out from under, and Uncle's new play-toy hung suspended about five feet in the air.

Uncle looked the other way.

And did more. He walked away so he could not be tempted to help. And had another double.

By the time he returned again the linotype was sitting on the footpath, unharmed.

Willing hands pushed it inside out of sight and the thousands of interested spectators dispersed about their lawful occasion.

Though inside the factory, there was so much to be done before the machine was ready for production.

That is why the Householder is a day or two late being delivered this month.

However, with the acquisition of the linotype the Tainui Press will be able to give still better service than before and we are looking forward to the time, not far off perhaps when we will be able to publish the Householder more frequently.

1963-1984 21 YEARS
AND STILL THE SAME GREAT VALUE!

More Birthday Bargains
ANOTHER WEEK OF OVER FORTY MONEY SAVING SPECIALS

Save 7d APRICOT JAM 28oz cans NOW ONLY 4/1
Save 4d WATTIES CANNED PEAS NOW ONLY 2 FOR 2/4
Save 4d MARMITE 4oz NOW ONLY
— SUGAR — OUR PRICE THIS WEEK ONLY 6lbs 3/11½
Save 5½d NEW CENTURY SALT 1½oz Cans ONLY 1/5
ALUMINIUM SAUCEPANS Set of 3 THIS WEEKS PRICE ONLY 47/6 Save 17/6
TEA TOWELS Flintstone Patterns SPECIAL PRICE ONLY 2/11
Save 3d WATTIES CANNED PEARS 16oz Cans THIS WEEK ONLY 2/2
CONFECTIONAR... BIRTHDAY WEEK MIXTURE 11oz Bags ONLY 2/6
★ FRESH MEAT ★ Roast Beef 3/3lb Save 6d Porterhouse Steak 5/4 Save 1/-
Save 5d OAK REFILLS TOMATO SAUCE 22oz THIS WEEK ONLY 2/9
B-I-S-C-U-I-T-S CREAM FILLED ALL BRANDS THIS WEEK ONLY 1/9 Save 3d
ROB ROY OAT FLAKES Usually 4/6 THIS WEEK ONLY 4/1
Save 6d VITORA EXTRACT NOW ONLY 3/3
LINEN SHEETS 23/4 GREGGS INSTANT COFFEE 3/6½ CARBONETTES 5/9 28lb bags

4 Wallace Supplies Supermarket 4
PERSONAL SERVICE OUR SPECIALTY AND FREE DELIVERY PHONE 7703
Arawa Street Matamata

TEA TOWELS 29c (2/11) TRADE NOT SUPPLIED

SUGAR 6lb (3kg) 3/11½ *SEE OFFER BELOW

*THE CATCH?.... FOR 1963 SUGAR PRICE, YOU MUST HAVE CORRECT CHANGE IN CORRECT CURRENCY!!!
OFFER EXPIRES 7th JULY... (LIMIT 3KG PER CUSTOMER)

NW FIRST IN FOOD
YOU CAN'T BUY BETTER THAN NEW WORLD
• MATAMATA: Tainui Street PRIVATELY OWNED & OPERATED

☆☆☆☆☆ Looking back at 1963 ☆☆☆☆☆

The man who started it all!

MR JENS ("Sorrie") SORRENSON, founder of the Tainui Press and the Chronicle, at the keyboard of the firm's Model 4 Linotype, the typesetting machine which is now obsolete. "Sorrie" was one of the few operators who could sit at the Linotype and compose and set a story — at the same time! It saved time, he said. The story of our company is on pages 14 and 15 of this feature.

30 years
in business
in Matamata . . .

Our mileage is high too!

Matamata TYRE SERVICE LTD

PHONE 7409

STUART SAUNDERS
Firestone

The jogging business has really got some types by the hair according to the Chronicle. Many of Matamata's leading businessmen were seen jogging around the local parks. (Seems the craze isn't as new as we thought it was.)

* * * *

The Matamata Dramatic Society won the divisional final of the South British Drama League Festival with its play "The Chairs" produced by Doreen Lee and starring Jack Dewse.

* * * *

The Matamata Borough Council approved a proposal put by the Matamata Lions Club, to erect a town clock.

* * * *

Television transmissions to the Waikato from the NZBC translator on Mount Te Aroha, were expected to begin in January, 1964, it was announced.

The New Zealand Gliding Association promised full support for a plan to establish a gliding centre for the North Island at Waharoa.

* * * *

The 51-year-old Matamata Post Office built of totara and matai ended its life as a Government building but not its service to the community. It was to become the home of the Matamata Dramatic Society (and still is).

* * * *

Inflation . . . Keeley's Sports Store (now Simonsen's) blew up 547 basketballs and footballs.

New blood

(Householder, February 16, 1960)

The Tainui Press, publishers of the Householder, have pleasure in announcing that Mr W. Hill has joined the firm.

Bill is locally born and bred young tradesman, has had a period of overseas experience to widen his knowledge.

He brings youth and enthusiasm to assist a young organisation, and should have no fear for the future in a progressive town such as this.

A keen sportsman, Bill Hill represented Matamata at rugby as a junior and latterly has taken a keen interest in softball, at which game he has also represented Matamata.

It is two years exactly since Householder first appeared and the continued and increasing support of advertisers, plus the undoubted goodwill of readers, gives every reason for confidence in the future.

THANK YOU

The Chronicle wishes to thank Gilbert Melrose and Graham Morrisey of Melrose Photography for their assistance in the preparation of the cover of this feature.

Gilbert and Graham have, we believe, captured the "spirit" of the Matamata district and its diversity of lifestyles with the fine colour photos which grace our 21st birthday feature.

Our thanks also, to East Waikato Publishers Ltd for their co-operation and assistance in producing the first full-colour photographic cover of the Chronicle.

Tainui Press
1934-1984

☆☆☆

Chronicle
1934-1984

MATAMATA HOUSEHOLDER— MAY 21, 1962

BARGAINS!

from the
FABRIC CENTRE
(ivan toomeys)

One yard skirt quickies

Sew yourself a closetful . . . you can afford it, with our special collection of 1-yd. skirt lengths . . . pebbly tweeds, smooth flannels, trim checks, bold plaids in wools, cottons, and blends.

Woollens 54"
tweeds — checks — plains

Make yourself a SKIRT for ONLY
15/11 19/11 24/6

a large range of woollens at SPECIAL
BARGAIN PRICES
19/11yd. 24/6yd. 15/11 yd.

CORDUROY
fancy Needlecords at SPECIAL PRICES
only a few designs left at . .
5/11 yd

PLAIN NEEDLECORDS
6/6yd

Why not try these versatile jumpers in the new flowered, peasant print or plaid corduroys? We've corduroy galore . . . warm, velvety, and washable . . . in pinwale, wide wale, and uneven wale textures . . . as pretty as it's practical.

AT THE
FABRIC CENTRE
ARAWA STREET MATAMATA

WOOLLENS
tweeds, checks and plains

Sorry we can't match 1962 prices but check our window for
ANNIVERSARY SPECIAL PRICES

IN 1962 . . .
Lyn was one year old.

Angela was seven years old.

Shirley was . . . guess what?

CORDS
Anniversary Special
$3.50 M
(That's nearly four inches more than a yard!)

FREWS
FABRIC CENTRE
Arawa Street Phone 8653

☆☆☆☆☆ Looking back at 1964 ☆☆☆☆☆

The front page story in the first paper of the new year was about Matamata bowlers at the Taranaki open tournament. Rewa had three teams, Hinuera one, Waharoa two and Matamata one. (Support for this popular tournament has continued to this day.)

* * * *

These steep rises in land values will put young people into difficult positions when they take over farms, and the rises are another way of disinheritance," said Matamata County Councillor F. Q. Burwell who was commenting on the fact that the land valuation in the county had risen by 7,595,660 pounds. "The rising land values are the signs of a decaying civilisation and unless steps are taken to correct the matter we will go further down the road," said Cr Hugh McGahan.

* * * *

The 1963-64 Christmas-New Year holiday season will be one of those that goes down in history as "one of the worst ever". "That is, of course, by those people who have short memories — oldsters will have memories of holiday seasons as bad as or a lot worse than, the one just closed. It is noted that newcomers to Matamata just about had their hearts broken by a Christmas Eve frost in 1933 which wiped out gardens. "But older residents were cunning enough to know better," says Uncle.

* * * *

The first Matamata Town and Country Week, organised by the Public Relations Association was deemed a success publicity-wise (for the town) if not financially for the retailers who had contributed to the cost of staging it.

* * * *

The Matamata Dramatic Society opened its very own Little Theatre on July 22, 1964. The new theatre was the old Matamata Post Office which had been shifted to the site where a great deal of work was done before the opening celebration — a non-competitive festival — was held to mark the occasion.

* * * *

The Matamata Volunteer Fire Brigade had an active year with a total of 32 call outs which included the Waitoa Dairy Factory fire "which provided valuable experience for those firemen who attended".

* * * *

From the Casual Comment column written by "Observer" . . . "The Kaimai Tunnel is in jeopardy because of well organised opposition from vested and parochial interests. Matamata farmers have more than one million pounds invested in co-op fertiliser and wool scouring stores and freezing works now being built "over the hill". This district has swelled the coffers of proprietary interests that have operated through the Port of Auckland, for too long."

* * * *

From "Uncle's Column" (September) . . . There's been some crosstalk about the adviseability of holding centennial celebrations in Matamata in 1965. It is a moot point as to what we are supposed to celebrate. A gentleman and fine old pioneer, J. C. Firth took up a large block of land — in all some 56,000 acres — in 1865. Matamata was cut into a township in 1904, we celebrated our 50th anniversary with some pomp and ceremony in 1954. How then can we justify holding a centennial in 1965? Matamata township is entitled to hold a centennial in the year 2004 — any other arrangements would be a mockery of the celebration racket."

* * * *

Matamata Gun Club, recognised as one of the strongest clay bird shooting clubs in the country, held its Diamond Jubilee. The club was started in 1904 — the prime mover and first president being the late Mr H. J. Moore-Jones. At first shoots were held at the back of Roach's stables (where the Matamata Bowling Club is now).

* * * *

The Matamata Racing Club gave the green light for the building of a new two-storeyed members' stand, to cost fifty thousand pounds. Stanley Construction Ltd of Matamata won the contract to build the stand.

* * * *

A new supermarket, "incorporating all the latest features of the modern supermarket" opened in Arawa Street South "Matamata's newest shopping centre". The manager, Mr Tom Rozema said that the supermarket was privately owned and operated by himself and his wife, Alice. (Today the supermarket operates as Woolworths.)

* * * *

"Will the tunnel (Kaimai) affect sport in Matamata" was the question asked in October, 1964. "The Government's decision to proceed with the Kaimai tunnel is causing much talk amongst local sportsmen. Waharoa, which will probably be the centre of construction, may receive an uplift in many sports, including rugby. However, many such industrial towns show no abundance of sports — generally the men on these jobs are out to gain money, not sporting honours!"

* * * *

From the November "Casual Comment" column . . . The public of New Zealand is being fleeced in the price it is paying for cream. It's a racket that should be broken. If farmers were to receive the price the public is asked to pay they would receive 84 pence or seven shillings per pound as against the present payout of 34 pence. Attempts have been made by Federated Farmers to have frozen cream available to milkbars etc, but any good racket is hard to break!

* * * *

"Observer" wasn't very pleased with the chairman of the New Zealand Dairy Board for asking New Zealanders to eat less butter so more could be available for export. "The board has the greatest opportunity it ever had to press the Government for more incentive and all it can do is ask the people to eat less butter!" says the indignant "Observer".

* * * *

The changeover from the old manual telephone exchange to the new automatic system was marked by a call to the Mayor of Tauranga made by the Postmaster General Mr Scott, in town for the occasion.

* * * *

The Matamata town clock, a Lions Club of Matamata, project was officially handed over to the Mayor, Mr K. N. Gouk. (The clock project came in for a lot of criticism but once it was erected was accepted in the spirit in which it was given and has become a landmark in the town centre.)

Householder has staff problems

(1959)

"How many have you got on the Householder staff," Uncle?"

"Well there's me, of course; now who else? Oh, yes, a queer chap who tells me what to do and where to go; not that I take any notice of him. Anyway, there's no return ticket from the place he tells me where to go!

"Now where was I? Yes, that's right; there's him and me, and the message boy and the office girl, and the delivery boys, and the mail carriers, and the Post Office staff, and the Tainui Press staff . . . gosh, yes, there's a lot of us depending on the Householder for a crust.

"And are you fully automatic, Uncle?"

"Automatic? Oh, yes, yes. We're automatic all right. Especially that young shaver when he gets a clip over the ear. You should see him move for the next two or three minutes. The trouble is he runs down quickly. And the office girl — she's the fastest thing you ever did see with two fingers on a typewriter."

"But we don't expect anyone to support us just because we employ a big staff. Oh, no. We rely on a good standard of work at a reasonable price, and we give service!"

Why don't we do it more often?

(Householder, November 18, 1958)

"We like your little paper and look forward to getting it each month."

"Why don't you turn it out more often? Make it a weekly and charge for it."

"Where do you get the stories from — who is this Uncle?"

These are typical of the comments made by many people about Householder. It gives us a great kick to know that the "little paper" is read and appreciated.

As for publishing it more frequently, well, perhaps readers would not appreciate it as much as they do now. Besides which, the Tainui Press is not a very big concern and is flat out most of the time doing the odd printing jobs for the town and district.

And don't get the idea that Householder is a "free" paper. The advertisers pay for it. And the best reward readers can give us for printing and delivering it, is to support our advertisers.

And don't forget, when you next require that printed job, call or phone us for a quote. We can do any type of printed job you require at a reasonable cost.

The phone number is 761.

We do Christmas Cards.

FIAT tractors
THERE'S ONE TO SUIT EVERY NEED FROM 25-86 H.P.
from leaders in tractor sales
WORLD BEATERS FOR POWER, PERFORMANCE, PRICE
to leaders in the boat building industry
23 models in all!
4 Wheel Drive, 2 Wheel Drive, Crawlers
MATAMATA ENGINEERING LTD.
MANGAWHERO ROAD PHONE 7978
AFTER HRS: ALAN PEPPER PHONE 7167
ALUMINIUM SPECIALISTS
Matamata Engineering Co.
Mangawhero Road Phone 8162

THE BULK TOPDRESSING SPECIALISTS
Offer Something Out Of This World
Another
WEALLEANS BLOWER
In Action
PHONE 759 HINUERA DEPOT 8583 MATAMATA
SAME DAY SERVICE
Specialists still!
Wealleans Groundspread
759 HINUERA (COLLECT)

David Simpson
UPHOLSTERY
and
SIMPSON'S FLOORING
Phone 7890
We can offer 31 years of trade experience.

☆☆☆☆☆ Looking back at 1965 ☆☆☆☆☆

Things don't change . . . "Observer" opened the new year with a broadside about the state of the Rotary pool in Broadway saying comment about it had been too polite in his/her opinion. "Thousands of people visited Matamata during the holidays — the same Matamata that desires to attract new industries and development capital. What a glorious advertisement for the town to have an obviously attractive amenity until it reached the stage at one part when, with the rubbish and mud, it could only be described as a pig wallow." The editor added a note to the effect that the water had been turned off for some time and when it was restored it went from the sublime to the ridiculous, spraying water on everyone within a 10 foot radius!

* * * *

The Matamata County Council declined a request from the Matamata Public Library Building Fund committee for a contribution towards a new public library building in Matamata. The reason for declining was that the council could not make a donation because of a longstanding policy : it had declined other library appeals in other centres within the county.

* * * *

The Matamata County Council received a letter from the Te Poi Branch of Federated Farmers expressing serious concern at the traffic hazard at Dinsdale's corner, Te Poi.

* * * *

A Matamata filly, by Messmate out of Ruve, realised one of the top prices of 3400 guineas at the Trentham yearling sales. The vendor was Mrs I. S. Thompson.

* * * *

The Matamata County engineer commented strongly on acts of vandalism in the county. He said removal of signs from roadworks etc was extremely foolish and sooner or later would result in a fatality.

* * * *

Ragwort fines of two pounds imposed on county ratepayers were "ridiculous" Matamata County Councillor H. W. Tinkler said. "Defendants would walk out of court and forget both the fine and the weed," he said, "We are not seeking high fines but we want those prosecuted to sit up and take notice." Cr (now county chairman) Bert Temm said that the fines wouldn't pay for a gallon of hormone. (And still today the battle over noxious plants fines goes on!)

* * * *

A civic reception was held to honour the Governor General Sir Bernard Ferguson and Lady Ferguson at the Matamata Memorial Centre on May 3.

* * * *

"Observer" in the "Casual Comment" column applauds an idea put forwards by the Arts Society, for a mall in Arawa Street. "From a practical pounds, shillings and pence point of view this mall idea might just have something," says Observer, "The days of parking your car in front of the shop where you wish to make a purchase are gone. The big supermarkets with their parking areas will eventually strangle the small shopkeeper out of business unless he has the answer. Arawa Street could be one daddy of a supermarket — it would keep our local private small businesses alive and provide shopping facilities in pleasant surroundings unsurpassed in New Zealand.

* * * *

Work on one of New Zealand's most dangerous and difficult construction sites — the 312 feet summit of Mount Te Aroha — was progressing well and the NZBC's powerful 350,000 translator station was expected to be ready for use by the end of 1965.

* * * *

A Matamata College student speaking on "The place of the non comformist in society," is reported to have said, "There is nothing more annoying than to meet a fellow noncomformist who will not conform to the accepted standards of nonconformity."!! (Anyone willing to take responsibility?)

* * * *

Mr Dave Benge became Public Relations Association president — he is now patron.

* * * *

June 22, 1965 saw the inauguration of the first school pedestrian crossing in Matamata — outside the Matamata Primary School.

* * * *

"There could be gold in them thar hills!" — geologists said there was a possibility of striking gold when work on the Kaimai Tunnel began, because the tunnel was likely to pass through rock that carried gold lodes in areas like Te Aroha and Te Puke. (As far as we know no gold was struck — or none that anyone heard about anyway!)

* * * *

For the record . . . snow fell in Matamata at 4.30 am on Wednesday, August 4, 1965. The snow was followed by .04 inches of rain, which was in turn followed by a 12 degree frost. By August 4 there had been 46 frosts registered for the year — no wonder it was said to be the coldest winter for ~~many a long~~ year!

* * * *

"Uncle's" comments on the snow were succinct! "Uncle has been here since 1933 and he reckons the only snow he ever saw in Matamata was a few patches in the top gullies of the Kaimais. Another rooster, who knows everything but, says he had snow on his back doorstep 25 years ago. In spite of the know-alls, prevaricators, imaginators and their ilk, there is no evidence to show that in the memory of any living resident in Matamata, snow has ever fallen and laid on the ground." (So there!)

* * * *

The Reverend Father D. V. Silk completed 40 years as Matamata's Catholic Parish Priest.

* * * *

Mr Ceddie Lowrie retired from the Matamata Volunteer Fire Brigade after 31 years of service. He joined the brigade as a teenager a couple of years after its foundation in Matamata.

* * * *

The decision to proceed with the Kaimai Tunnel would mean that Matamata Hotels would become overtaxed, the Mayor of Matamata, Mr K. E. Gouk, told the Licensing Control Commission.

* * * *

The Matamata Borough Council performed a "complete somersault" by reversing its decision to take a referendum on the question of the fluoridation of the town water supply.

* * * *

The Matamata Borough Council raised loans of 91,000 pounds for the purpose of water supply improvement (£86,000) and pensioner housing (£5000).

* * * *

The idea of establishing a Matamata historical museum, the brain child of Mr Bruce Catchpole a member of an old established Matamata family (his father was for many years the manager of the Matamata branch of FAC, now AFC) was fast gaining support.

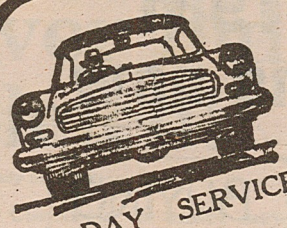
* * * *

The biggest sub-division proposal in the history of the Matamata Borough was put before the borough council. The property was the 36 acres at the eastern end of Rawhiti Avenue which would provide 148 building sections which the vendor, the Taupo Totara Timber Company, was expected to sell up at approximately £750 each.

* * * *

Mr John Kneebone of Hinuera heard that he was one of the winners of a 1966 Nuffield Travel Award.

* * * *



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Visit our new Cafe 27 On Highway 27

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- Full mechanical service
- LPG and petrol

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PHONE 7365 or 7373

ANNIVERSARY SPECIALS

National VHS
the world's favourite video-taping system
It's a steal at $1495
Save $300! Only a few left.

Keep warm with
Goldair Heaters
at Special Prices

NATIONAL 'SIMPLE TOUCH' MICROWAVE $899
Usly $999 Save $100

Super Special on
Sewing Machines
Brother Free Arm Models
$250 and $295
with free servicing care

- Reconditioned appliances
- Radiograms
- Colour TVs Ideal for the beach house or rumpus room.

3
Sensational new PYE GRAMS at Muirs Radio & T.V.

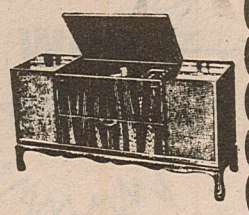
COFFEEGRAM

A wonderful new idea in radiogram styling combining a smart low coffee table with a twin speaker radiogram. Superb value at only £49 15s.

STEREO SOUNDSHELL

An exceptional new experience in stereo sound—the perfection of 3 speakers. Two speakers handle higher frequencies while the third handles the bass, creating a flawless wall of sound. 13-valve performance.—£105/-/-.

BRAHMS



Introducing a 9-valve performance stereogram with the rare beauty of Normanby Provincial styling in polished dark mahogany. Twin 8in. speaker. Pye luxury. £89 17s 6d.

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YOU CAN RELY ON PYE AT

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Look at these Anniversary Special Prices

NOW $19.95

MEN'S & LADIES CHRONOGRAPH
★6 Digit
★6 time functions
★1/100 second chronograph
★Hourly chime
★Daily alarm
Usly ~~$49.95~~
GIFT BOXED $24.95

FAIRTIME CALCULATOR WATCH
FEATURES:
12 or 24 Hour Time
8 Digit Calculator with Memory
Alarm with Day Selector
On-the-hour Chime Reminder
Stopwatch with Elapsed time
Calendar, Day, Date and Month
Usly ~~$79.95~~
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NOW $29.95

NOW $4.95

FAIRTIME MEN'S GOLD & BLACK QUARTZ WATCH
★Black leather strap
SPECIAL $8.95

NOW $4.95

FAIRTIME PENWATCH
$5.95
Stainless Steel
Battery Operated
Usly ~~$19.95~~
Gift Boxed
Hours, Mins, Month, Day, Second
Uses Parker Refill
PLUS ADDITIONAL REFILL

WHILE STOCKS LAST

UNICHEM
McSweeney & Ross
Phone 8881 or 7535 Matamata

Looking Back

JAYCEES erecting meeting signs — 1966. Back, left to right: W. HILL (later to buy the Chronicle in partnership with H. Baker), D. LEE; middle: L. BLUE, G. WATERSON; front: N. COMINS, G. MILES.

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

Advertising paid in 1975

Thank you Harry

FOR getting the message across about the new low prices for HANIMEX CALCULATORS — Your "Chronicle" certainly produces great results . . .

BUT

NOW we've sold right out of Hanimex Calculators, except for one only at a special low price of $24.95 — and even that one will probably have gone by the time this goes to Press!!

HOWEVER

WE'VE been faithfully promised new supplies of most of the new models, for delivery early this week — so if all goes well, we can once again offer these fine machines from only

$28.00

Colin Ross

PHONE 7535

ARAWA STREET MATAMATA

. . . and in 1965

A bloke who works in the factory at Waharoa says he'll never advertise in CHRONICLE again. He said to his wife one day, "We won't want that pram again, what say we sell it." "OK" said Mum, so he rang the Chronicle and advertised the pram for sale.

It so happened that the day after Chronicle appeared, was his day off, and he had a night out at the Lodge or somewhere, and was all set for a good old sleep in.

No hope mate! The phone started ringing about 6.30 am and after the seventh or eighth call he just left the receiver off and went to sleep. "You can have your Chronicle advertising," he said, "I like peace."

(This is not the first evidence we have had of disturbed rest owing to Chronicle ad replies, but its the first who came in and tossed over the price of a j with a th for Uncle. May there be more pure-hearted chaps around.)

1965

EDITOR'S NOTE: "J with a th"? Jug of beer with a "thump" of gin — Sorrie's favourite beverage.

☆☆☆☆☆ Looking back at 1966 ☆☆☆☆☆

On the front page of the first paper of the year was a photo of a proud fisherman, Trevor Green, with a trout he had caught in the Waiomu River at Te Poi. It weighed in at 12lbs 8oz. A few days before he had caught a 10lb 2oz trout. (Those were the days.)

* * * *

Bowman, Doug Dixon of Walton won the championships at the New Zealand archery champs.

* * * *

Work began on the installation of a continuous buttermaking machine at the NZCDC Tirau factory (Wot! no strikes?)

* * * *

Share your experiences

(Feb 7, 1966)

Every day something happens in somebody's household that is worth telling. Something the children have got up to, an incident may have happened on the farm, humorous or otherwise; something that happened while on holiday.

Share your interesting experiences with others. Tell us about them. You'd be suprised just how interesting many happening occur daily, can appear in the paper.

• The message is still the same today — in other words, "Don't tell your neighbours — tell us" — we love to hear from our readers.

A Matamata district resident since 1907, Mr Tom McLeay died at the age of 80 years.

* * * *

The Matamata Public Relations Association donated 50 pounds to the borough council for the purchase of a mayoral chain. The chain was to be of 18 links and carry the names of all who had held office since the borough was proclaimed in 1935.

* * * *

The Matamata Borough Council's first pensioner flats, in Peria Road, were opened by MP, Mr Geoff Sim.

* * * *

The population of the Matamata Borough increased by 502 (since the 1961 census) from 3298 to 3800. The Matamata County population increased from 22,403 (1961) to 26,420.

* * * *

There were 11 candidates for the Piako Electorate seat in 1966 — one of them was J. F. Luxton. Matamata people offering their services were: H. T. A. McGahan, I. C. MacKenzie, A. J. Robinson, D. Simpson.

* * * *

From "Turf Topics": High priced yearlings seem to be a total loss as far as racing is concerned. Bart Cummings, of Adelaide, who bought the top priced colt, by Summertime from Miss Able for 8000 guineas and also a Summertime-Najanni filly for 4000 guineas, lost them both without even appearing on the track. The filly broke her neck while galloping in the paddock and the colt dropped dead after a work session.

* * * *

Matamata Jaycees agreed to sponsor a Korean family for a year at a cost of 36 pounds.

* * * *

Four new noxious weeds were added to the Matamata Borough (?) Council list — cape tulip, bindweed, water hycinth and hemlock. The Chronicle warned about the dangers of hemlock and added that in the days of ancient Greece political prisoners were executed by being forced to take a drug distilled from hemlock!

* * * *

Take over bid completed!

(Monday, July 25, 1966)

As from today, the Chronicle is under new management.

The Tainui Press Limited, which publishes your popular weekly, has been taken over by Mr W. J. (Bill) Hill and Mr H. R. (Harry) Baker, two young married chaps who we feel sure will not only uphold the standard, but improve it.

Both are expert tradesmen. Bill, of course, has been a member of the firm for several years, and Harry has had a lifetime experience in newspaper work.

As before, Tainui Press will continue to give unsurpassed printing service, the Chronicle will continue to be issued gratis giving an advertising service that cannot be excelled.

That fact that the Chronicle, which commenced as a four-page monthly seven years ago, has grown to a weekly which sometimes carries 10, 12 or 14 pages, is an indication of the support given by businessmen, tradesmen and the public generally.

We thank them for their support and trust they will continue that support with the new management.

The new clubhouse built by the Matamata Golf Club was opened by patroness, Mrs R. Burke. It cost 9450 pounds to build.

* * * *

The six million pound Waihou River Scheme was announced by the Hauraki Catchment Board. The scheme was to allow channel improvement in the lower reaches of the river and was expected to halt the increasing erosion.

* * * *

The Matamata Racing Club made a gross profit of 9000 pounds but the balance sheet profit and loss account showed a nett loss of 464 pounds after writing off depreciation of 3516 pounds. Total race turnover for the year was £652,495, including £471,200 off-course. Stakes distributed during the year amounted to £14,930, an increase of £1570.

* * * *

Japanese-born Hisashi Inomata was appointed custodian of the Matamata Centennial Pool. (Mr Inomata is the coach for the swimming team at this year's Olympic Games.)

* * * *

The medal of the Italian Camellia Society was presented to Colonel T. Durrant of Hethrington's Road, the editor of the New Zealand Camellia Society journal.

* * * *

Mr J. F. Luxton won his first election as candidate for Piako with a majority of 3600.

* * * *

A cairn in memory of Wiremu Tamihana Tarapipi Te Waharoa (The King Maker) was unveiled in Tower Road on December 4, 1966.

* * * *

Ode to the Chronicle

The Chronicle is our ears and eyes
It helps us learn the wheres and whys
There's a dedicated team
Working behind the scene
Who enlighten our uninformed lives.

Who's been burgled, who was speeding
When to plant that little seedling
Which team plays where
What can I buy to wear
There's certainly a lot of reading.

If you need to sell it, advertise
Cars, boats, shoes, even mince pies
There's people who want to
Know what you can do
And where to go for supplies.

So the one to turn to, when you're keen
To know what's what, on the local scene
The Chronicle has just what you need
It really is a friend indeed.

YEARS LATER AND STILL GOING STRONG!

FRIDAY ONLY

COMPARE THESE PRICES

SAVE 7d Cream Crackers 1/-
SAVE 10½d Corn Flakes - 2/6
SAVE 1/5 Liver Salt - - 3/11

PRODUCE

Red Delicious - 3lb 2/6
Pumpkin only - 3d lb
Potatoes Sugar Bags 18/6
Plus 30 other grocery specials

SUPER VALUE SUPERMARKET

FRIDAY ONLY

WITH THESE . . .

SAVE 27c Cream Crackers 49c
SAVE 58c Cornflakes 59c

PRODUCE

Pumpkin Only 9c kilo
Potatoes $1.89 each (Sugar Bag)

Plus 130 other Grocery Specials

WOOLWORTHS SUPERMARKETS

☆☆☆☆☆ Looking back at 1967 ☆☆☆☆☆

Another Waharoa landmark was lost to progress when the 80-year-old Waharoa School was demolished to make way for a modern two-room block. The old school was built in 1887 and had seen two and even three generations of one family pass through its portals.

* * * *

A Broadway "boom" was reported with several developments which should enhance the "main thoroughfare" of Matamata underway. These included a car sales yard at the corner of Broadway and Vosper Street, an extension to the Wesley Building to provide better facilities for the tenants Iles and Burgess and the removal of an old house at the corner of Miro Street to make way for a new building for the Auckland Automobile Association.

* * * *

The Matamata Aerodrome at Waharoa was the venue for the Venturer Scout Flying School. Thirty-eight boys from all parts of New Zealand attended. (Still a hardy annual.)

* * * *

Richard Prevett scored a notable athletic win when he beat reigning national champion, Hamilton Wright by 10 yards in the 440 yards hurdles championships at a Putaruru meeting. Richard returned the time of 57.1 seconds which was the fastest run in the Waikato (to date) that season.

* * * *

February 2: Heavy rain which fell all day caused widespread flooding in the Matamata district. The Waihou River (adjacent to the Opal Springs at Okauia) rose over 14 feet during the night and reached a height of 25 feet three inches during the following day — it normally ran at a height of 5 feet two inches. Mr H. Bibby, who kept the records for the met office, said that 6.78 inches of rain fell in 40 hours.

* * * *

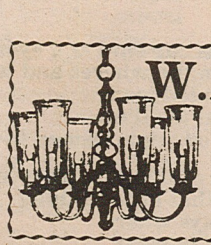
Matamata women bowlers T. Bates, B. Fitzell, M. Price and Z. Clements won the national women's fours championships at Christchurch.

* * * *

Tony Fowke won the New Zealand Gliding championship title.

Hats off to Wally!

He has been lighting up our lives since 1946.



W.A. TONG LTD

BROADWAY PHONE 7439

for all your lighting requirements.

(Qualified Electricians)

The wonderful

Jet RANGE HOOD

really earns its place in your kitchen

MB.3744

... does two jobs at once!

A powerful 'blower' draws up grease-laden, odorous air through an aluminium gauze filter and then through an activated charcoal filter. Purified air is returned to your kitchen — quickly and quietly. The RANGE HOOD also lights up your range top.

So simple to install—no ducting required

COSTS AS LITTLE AS 1d PER 6 HOURS TO RUN.

The JET RANGE HOOD sells for only **£29-19-6** ($59.95)

Now Available At

BOND & BOND LTD.

ARAWA STREET, MATAMATA PHONE 8871

Our 1984 top seller is

ROTEC

IT IS INCREDIBLY EFFECTIVE

BOND AND BOND

ARAWA STREET, PHONE: 8871

Change of day

On January 17, 1966 the Chronicle changed publication day from Wednesday to Monday.

The move was made to give both advertisers and readers a better service.

Monday has remained a publishing day and in 1975 the Chronicle started publishing twice a week with the second paper circulating in the town on Thursday and in rural areas on Friday.

* * * *

Mr Joseph Pohlen made a gift of £80,000 to endow a trust hospital and Mr T. Grant and family made a gift of land on which to erect the proposed hospital. (Isn't it time — 1984 — Matamata recognised what Mr Grant did for the town by naming a street after him?) But fears were expressed over the threatened closure of Braeside Hospital with the imminent retirement of Sister Cannell.

* * * *

The new G. L. Whyte assembly hall at Matamata College was opened on February 28, 1967.

* * * *

The Matamata Public Relations Association, in conjunction with Auckland Provincial Retailers' Association conducted dollars and cents conversion classes for Matamata business firms.

* * * *

Keith Livingstone (18) of Walton set an unconfirmed New Zealand record over three miles in a solo run at a Waharoa Athletic Club meeting. Application was made for ratification.

* * * *

The inaugural Waikato Yearling Sales held in Hamilton "could hardly be described as a great success, with the offering, apart from a few top colts, poor. The lighting in the ring was shocking and one of the auctioneers could have done a little better for what he obviously considers the small breeder. However, the organisers had worked hard and it is obviously a step in the right direction," said the Chronicle.

* * * *

Wardville School celebrated its 50th anniversary.

* * * *

A civic function was accorded the Reverend Father D. V. Silk who was celebrating 50 years in the priesthood — 42 of them in Matamata.

* * * *

Tony Fowke was chosen in the team to represent New Zealand at the world gliding championships in Poland.

* * * *

Mr Guy Ring, a first day pupil at the Hinuera School, was the "star" of the school's 75th jubilee celebrations.

* * * *

Matamata businessmen, Nowell Jagger, Ken Joe and Gordon Loveridge were pictured on the front page of the July 10 issue of the Chronicle swapping their pounds, shillings and pence for dollars and cents. The Chronicle advised that patience and understanding were needed for decimal currency!

* * * *

IF IT'S NEWS

PHONE 7011

INTRODUCTION

(1958)

Householder is issued with the support and blessing of Matamata business people whose advertisements appear in these pages, to bring before the householders of Matamata Borough and County, the advantages to be obtained by shopping in what is undoubtedly one of the finest and best laid-out country towns in the Dominion of New Zealand.

Now, concerning the reading matter contained in Householder, organisations of any and every description are invited to contribute notes concerning their activities. They will necessarily be brief — but brevity is the first rule of journalism.

Particularly, Householder would like to publish views on matters concerning the good and welfare of the Borough and/or County — sporting, social, aesthetic. Don't be shy. Your opinion is as good as your neighbour's.

Organisations are also invited to advertise their various activities, when they will be assured on one hundred percent coverage of Tirau, Matamata, Waharoa and Walton postal districts.

Business firms who are not featured in this issue are invited to join us in our effort to capitalise on the potentialities of this progressive district, to give service to our citizens, to the mutual advantage of all. Phone 761 for further details.

The Pohlen Park Society got the green light from the Matamata Borough Council, to go ahead with plans to raise funds to develop a comprehensive sporting and recreational facility.

* * * *

A new twice-daily air service from Rotorua to Auckland with stops at Matamata started on November 13, 1967. Run by a Rotorua company the service was for passengers and freight and was to run seven days a week. The first plane had a full passenger list.

* * * *

WE'VE MOVED

(Chronicle 1967)

The Tainui Press, publishers of the Matamata District Chronicle, have moved their office and printing department to the premises formerly occupied by Matamata Electrical (owned by Mr R. Kirchner).

This move, we feel confident, will enable us to give our customers a better service (if it's possible) than we could previously provide.

Our working area has almost doubled and has made working conditions very pleasant.

Although things were just short of chaotic the shop is slowly but surely getting into ship-shape and it will not be long before there is a place for everything and everything in its right place.

This is the third move Tainui Press has had since Mr Jens Sorrenson restarted the business in 1958.

"Sorrie's" first establishment (in 1958) was in "Snake Gully" behind the Carson Manufacturing Co's factory in Rawhiti Avenue where he started with just the bare necessities of printing equipment.

As the business grew it was in need of larger premises and took up the lease of part of the Morrinsville Veterinary Club's building in Arawa Street.

Now, for the very same reason, we have found it necessary to move to larger premises and when Mr Kirchner decided to move to Thames, wheels were set in motion to lease this building.

Customers and friends are invited to come in and have a look around the office any time they are up this end of town.

☆☆☆☆☆ Looking back at 1968 ☆☆☆☆☆

Bright Chief, owned by Mr and Mrs W. A. Schaare, trained by Clarrie Robinson and ridden by Nigel Landers won New Zealand's richest flat race, the Auckland Cup.

* * * *

The Matamata Credit Union made its first loan.

* * * *

Father D. V. Silk "a priest of god, a man amongst men" passed away and was buried at the Matamata Lawn Cemetery.

OUR NEW LOOK

(Chronicle, July 15, 1968)

Today's issue of the Chronicle marks the second year of publication by the proprietors Bill Hill and Harry Baker. The paper, as the "Householder, was started by Mr Jens Sorrenson 10 years ago.

Last week's issue was the first Chronicle to be printed by the offset method and although we changed over unobtrusively, the readers' reaction was fantastic.

Our appreciation goes to all the people who phoned or congratulated us personally on our first effort.

This forward move has only been possible by the support of our advertisers and it is they who will reap the advantages of the new method.

With the highest circulation in Matamata, 3200, the Chronicle will remain free of charge.

Mr Dan Hay, dentist and well-known sporting personality died. He established a dental practice in Broadway in 1923 and carried out his profession there for 33 years. He became a legend in his own lifetime amongst big game fishing folk and was affectionately known as the "Mayor of Mayor Island".

* * * *

Mrs Joan Pollock was appointed Public Relations Officer for Matamata and became the first female in New Zealand to hold the office of PRO (it is believed).

* * * *

Stage one of the Pohlen Hospital construction project was started on May 27, 1968, by contractors, Stanley Construction Ltd, and an appeal was launched for $100,000 to build the 20-bed hospital which will eventually cost $266,000. Meantime Mr Joe Pohlen made another gift of $10,000 in share investments, making his total gift to the Pohlen Trust $176,000.

* * * *

Matamata Rotarians celebrated the 21st anniversary of their club.

* * * *

Over 300 people attended the dedication service of the new Matamata Baptist Church in Rawhiti Avenue. The building had been moved to the site from Te Aroha and a lot of voluntary labour had transformed it into a most attractive house of worship.

* * * *

The June 17, 1968 Chronicle has a front page pic of one Mr Robert Muldoon, Minister of Finance, being welcomed at the door of the Matamata Hotel by Mr J. F. Luxton, MP, Mr Geoff Sim and Mr David Simpson, chairman of the Matamata Branch of the National Party.

* * * *

The Crystal Hot Springs at Okauia were closed voluntarily by the proprietor, Mr C. G. Graham when it was discovered that they may have been the common factor in the mystery disease which caused the deaths of four young people in the Hamilton Health District.

* * * *

The Matamata Jaycees celebrated 21 years of service to the community.

* * * *

A play "The Shifting Heart" produced by Maria Harris for the Matamata Dramatic Society won the 1968 Benson and Hedges Award at the New Zealand Drama Festival of full length plays. The play starred Bryce Woodall, Lucille Hughes, Lee Somervell and Fay Sharp.

* * * *

Mr J. S. (Stuart) Lugton was elected president of the New Zealand Lawn Tennis Association.

* * * *

The Tower Lodge Motel in Tower Road opened. The motel was built by Os and Val Edwards.

* * * *

The Matamata Rugby Football Club celebrated its 60th jubilee.

* * * *

Dick Flutey won the North Island billiards championship.

* * * *

The new Moana-Iti indoor pool opened at the Crystal Springs.

* * * *

Residents and officials locked arms to sing "Auld Lang Syne" at the closing of the Walton Railway Station. The station opened in March, 1886 on a piece of land gifted for the purpose by Mr F. W. Burnett, with the stipulation that the station be named Walton after his birthplace in England. Mr Fred Douglas was stationmaster for the last 25 years of the station's existence.

* * * *

THIS IS
A PRINTING OFFICE

CROSSROADS OF CIVILIZATION

REFUGE OF ALL THE ARTS
AGAINST THE RAVAGES OF TIME

ARMOURY OF FEARLESS TRUTH
AGAINST WHISPERING RUMOUR

INCESSANT TRUMPET OF TRADE

FROM THIS PLACE WORDS MAY FLY ABROAD
NOT TO PERISH ON WAVES OF SOUND
NOT TO VARY WITH THE WRITER'S HAND
BUT FIXED IN TIME HAVING BEEN VERIFIED IN PROOF

FRIEND YOU STAND ON SACRED GROUND

THIS IS A PRINTING OFFICE

That was in 1959

But the message is still the same in 1984.

SHE'S TELLING HIM TO BUY IT AT
LAURIE JENKINS
And Save Money!

Buy it at
Laurie Jenkins
MEN'S OUTFITTERS

Arawa Street
Phone 8969

Family fun with Photographs

ASK AT SHARP'S FOR ADVICE!

BOX CAMERAS for SNAPSHOTS, from 35/9
IDEAL FOR XMAS PRESENTS

35mm CAMERAS and PROJECTORS, from £14
FOR COLOUR SLIDES

MOVIE CAMERAS and PROJECTORS from £19 10s
For Records of Family Activities

FILMS—All makes stocked, and processing done by Correct Specified Authority.

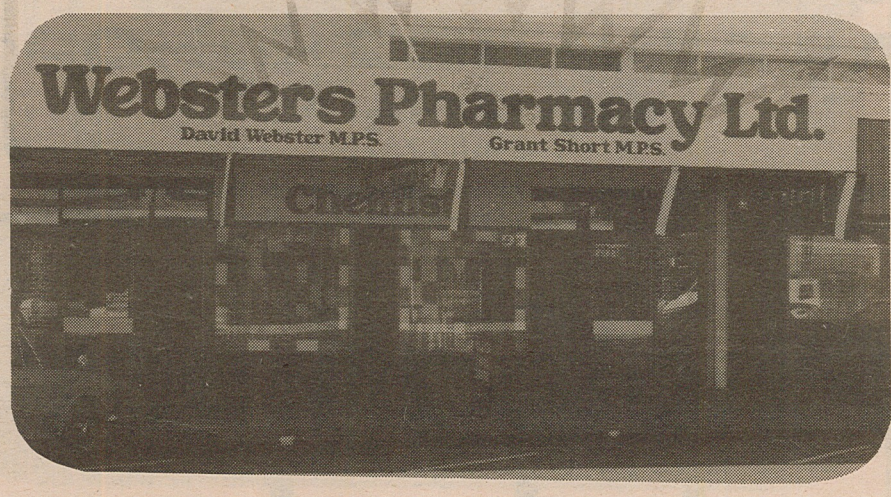
SNAPSHOTS IN COLOUR can be successfully taken at weddings and other family occasions.

ASK AT SHARP'S FOR PHOTOGRAPHIC KNOW-HOW.

Sharp's Pharmacy
The Modern Shop with the Old-Fashioned Idea of Service.

Family fun with photographs is even more fun these days. . . . Why?

because TOROCOLOR and Webster's offer Quality and Care you can See.



Webster's Pharmacy
FAMILY CARE CHEMIST
Arawa Street Phone 7714

☆☆☆☆☆ Looking back at 1969 ☆☆☆☆☆

Matamata benefactor, Joseph Pohlen died on January 28, 1969. He was in his 98th year.

* * * *

The Matamata Racing Club successfully celebrated its 50th jubilee with a meeting which drew a crowd in excess of 4000. On-course turnover was up to $134,107 and off-course turnover was up to $26,535 with the total turnover for the meeting being $410,107.

* * * *

The new Rawhiti Kindergarten opened.

* * * *

Matamata bowler Elsie Wilkie won her second national title when she paired with Joan McLean to win the pairs title and went on to be runner-up in the singles championships.

* * * *

The setting up of a licensing trust in Matamata was mooted and the Licensing Control Commission needed evidence of interest from the public before consenting to conduct a poll. A survey done by the Matamata Jaycees showed that 158 people would like a second licensed hotel in Matamata while 125 didn't want another; 94 people wanted it to be a trust, 77 people opted for private ownership, 47 said they would support a trust hotel financially, 104 said they would not.

* * * *

Matamata Lions celebrated 10 years of service to the community. (The Lions celebrated their 25th anniversary on June 23 last with a dinner.)

* * * *

Objections to a poultry abattoir in Tower Road were disallowed and the project went ahead with indications that at least 100 farmers in the Waikato and Bay of Plenty areas would send their muscovy ducks to the plant for processing.
The establishment of the business, Musco Specialists Ltd, was expected to provide employment for local people and export earnings for the country.

* * * *

The Matamata Operatic Society purchased a section off Mangawhero Road with the intention of building a theatre when funds became available.

* * * *

Borough residents voted, by a two to one majority, in favour of a proposal to establish a trust hotel in Matamata. In a statement to the Chronicle, steering committee chairman, John Hilliar said, "The 16th August will be remembered in years to come as a red letter day for the borough of Matamata. Now the result of the poll is known it will set the seal in the future development of our town and district. Where trust establishments have been set up the whole area generally has benefitted, not by drinking facilities solely, but by an improved stimulus to the whole community. If we are to attract and encourage more light industries to our town we must have better facilities for all concerned."

* * * *

Arson was suspected in an early morning fire which gutted the Arawa Street North premises of the Matamata Printing and Publishing Company, owned by Mr Graham Beamish. (The building concerned is now owned by H. and D. Baker and is the home of the Chronicle.) The Matamata County Mail newspaper, published by the firm still went out on time the following day.

* * * *

The year 1969 was a good one for the Matamata A & P Association — over 9000 people attended! The most popular attraction was a new innovation — greyhound racing.

* * * *

The Matamata Rugby Sub-Union Diamond Jubilee was celebrated with the opening of the new Barry Stand at Bedford Park. Over 600 people attended the celebrations. (The sub-union celebrates its 75th anniversary this weekend.)

* * * *

The Matamata RSA celebrated its golden jubilee.

* * * *

Matamata's Mayor, Dr Neil Algar, opened Pohlen Hospital on November 10, 1969.

* * * *

Matamata County Councillor Bert Temm (now chairman) said that the Te Poi crossroads were the most dangerous intersection in South Auckland and suggested that railway barrier arms be used as "the only way to get motorists to obey the stop signs on this dangerous intersection." (1984 — motorists still don't obey the stop signs!)

Householder has had a birthday

(1959)

This issue of Householder is the first of our second year in publication. Last month we were so busy counting our blessings that we completely forgot to mention it was our Birthday Issue.

It's hard to realise that it is 12 months since we set out, with some trepidation, to test the feeling of business people about starting Householder. Proof that such an advertising venture was worth a try, was shown by the fact that every business approached, agreed to take a space for the first issue at least.

Proof that Householder is fulfilling expectations lies in the fact that every original advertiser, bar one, has kept his advertisement going. And there was a special reason for that one withdrawing.

We trust you have enjoyed reading Householder as much as we have enjoyed producing it. It won't make us rich in worldly wealth, but it gives Uncle a lot of fun, and so long as he's happy, we're happy.

If you would like to help out, persuade someone in your club — bowling, tennis, cricket, fishing, skiing, WI Division, or what have you — to write us a story about your club's activities. You'd be surprised the number of people who would be interested. And we simply can't do it all ourselves.

And don't forget also, that the busines people who advertise in Householder are ready, willing and waiting to give you first-class service and quality goods.
When you support our advertisers, you are rewarding us for any pleasure we give you through our columns.

So, on this, our first birthday, we have great pleasure in wishing ourselves Many Happy Returns.

Pic from the past

THESE two young fellows were the Hinuera senior rugby team's mascots . . . they are right into it now, playing for the 12-year-old Matamata Rovers team.

Forget ABOUT RECESSIONS, SHORTAGES AND GLOOMY FORECASTS. OUR NEW RANGE OF GAMES IS TERRIFIC THIS YEAR AND YOU'LL FIND JUST THE STATIONERY AND CHRISTMAS CARDS YOU WANT. AND ONCE AGAIN WE ARE OFFERING A TRULY WONDERFUL SELECTION OF BOOKS, PAPERBACKS AND CHILDREN'S ANNUALS. ALSO BOOK TOKENS

Come to THE Arawa Bookshop

You have read the message of the sixties above . . .

It is still the same today!

ARAWA BOOKSHOP
MATAMATA
Phone 7787

Photography is our only business . . .

See the professionals

- Photography
- Framing

JOHN CHARLES
PHOTOGRAPHY
Phone 8642 Broadway

☆☆☆☆☆ Looking back at 1970 ☆☆☆☆☆

Elsie Wilkie won her third national title at the New Zealand Women's Bowling Championships.

* * * *

The Kaimai Tunnel cave-in saw the entire district rally to help in any way possible with rescue operations. The cave-in occurred at 2.20 pm on Tuesday. February 24. Four men, P. J. Clarkson, D. A. McGregor, A. T. Leighton and J. Smart, perished in the tunnel.

* * * *

Terry Morrison won the New Zealand junior 200 metres title.

* * * *

The Musco Specialties Factory in Tower Road was opened by the Minister of Agriculture, Mr Doug Carter, who said, "How successful it (the factory) will be in the long term is difficult to assess, but successful it must be because it is based on the thinking, the skill, the enterprise and ingenuity of New Zealanders and backed by the propensity for work and determination to succeed." Okauia farmer, Mr Desmond Downs, was chairman of directors.

* * * *

The Hinuera district celebrated the golden jubilee of its church which has served all denominations over the years.

* * * *

The Matamata Lions Club launched a district-wide appeal for $16,000 to provide a new IHC day care centre for Matamata.

* * * *

For the first time in its 62-year history the Patetere Rugby Football Club was forced to withdraw from senior competition because of lack of players.

* * * *

The sheepyards at the Matamata Railway Station were demolished to make way for a cement silo for the Kaimai Tunnel project.

* * * *

Mr Murray Hemepo was awarded the George Cross for his bravery during the Kaimai Tunnel cave-in which killed four men.

* * * *

Broadway shops were flooded on June 5 when three-quarters of an inch of rain fell in one-and-a-half hours.

* * * *

A jackpot of $482,687 was struck by Te Aroha carrier, Peter Moran at the Matamata Racing Club's winter meeting on July 11. A crowd of 30,000 or so attended the meeting, that was six times more than normally attend race meetings in Matamata.

* * * *

Only 15 percent (281) of eligible voters turned out to elect a licensing trust committee to be responsible for the establishment of a trust hotel on a site in Waharoa Road East (now the Matamata Motor Inn). The committee (the first licensing trust committee in the Waikato) elected was: R. C. Bardsley, B. P. Cotter, J. G. F. Hilliar, S. Lott, G. W. Meadows, N. R. Simonsen.

* * * *

Mr "Syke" Ellery who founded one of Matamata's first carrying companies in 1924, died.

* * * *

A Matamata ladies' squash team won its way into the national finals in the New Zealand interclub competition. In the team were: N. Holland, M. Candy, J. Taylor, J. Hawes and M. Lawrence.

* * * *

The new $60,000 RSA clubrooms in Ngaio Street were opened by the (then) Dominion president, Sir Hamilton Mitchell.

* * * *

The $425,000 stallion, Pretendre, arrived from England to stand at Mr Nelson Bunker Hunt's Waikato Stud at Turanga-o-moana.

* * * *

Mrs Alison Henry, formerly Alison Morey of Te Poi, was named Mrs New Zealand in a contest organised by the Plunket Society.

* * * *

His Excellency The Governor General, Sir Arthur Porritt paid a vice regal visit to Matamata on Monday, October 12.

* * * *

"Matamata has no right to be complacent about juvenile deliquency — it is here too!" warned magistrate E. S. Tuckwell, speaking to Rotarians. He said that it was plain from the number of children appearing in the children's court in Matamata that there were homes that were producing criminals. He also warned college students present to "keep running" if they were offered drugs. In the first three or four months of 1970 there had been more children with drug problems brought before the court than in the entire previous history of New Zealand.

* * * *

Brian Cotter, a longtime district resident was appointed rural broadcaster with Radio Waikato. His session on the new station was to be known as Cotter's Cowshed Corner.

* * * *

The tenth annual carol concert presented by the Combined Churches' Choir attracted an audience of 1000 over two nights.

* * * *

Brett Marshall was swimmer of the day at the National Teleprinter swimming meet held at Morrinsville. He won the 100 yards freestyle, was anchorman in the winning Waikato relay team and placed second in New Zealand in the 110 yards butterfly.

PLEASE!

(Chronicle, September 7, 1970)

If anyone elopes, dies, gets married, has guests, has a fire, has a party, is ill, has an operation, has an accident, wins a prize, receives an award, makes a speech, holds a meeting or takes part in any unusual event — that's news and we want it!

To live in Australia

(Chronicle, August 11, 1969)

Managing Director of Tainui Press Ltd, Publishers of the Chronicle, Mr W. J. Hill left recently with his family on the Southern Cross to make a new home in Brisbane.

Mr and Mrs Hill and their three sons John, Vaughan and Scott were well known in the town and active in many organisations.

Mr Hill had been a director of the Tainui Press for 10 years and managing director for the last three.

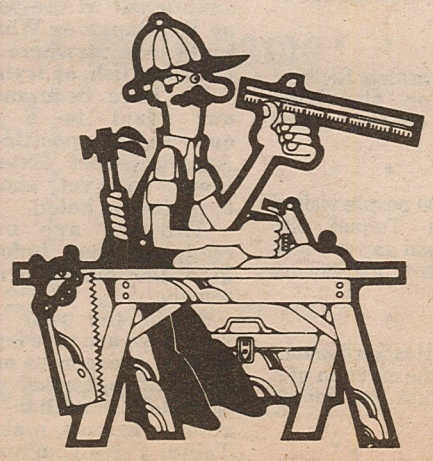
Mr H. R. Baker, who was in partnership with Mr Hill has now taken over the business.

Tainui Press
1934-1984

Chronicle
1963-1984

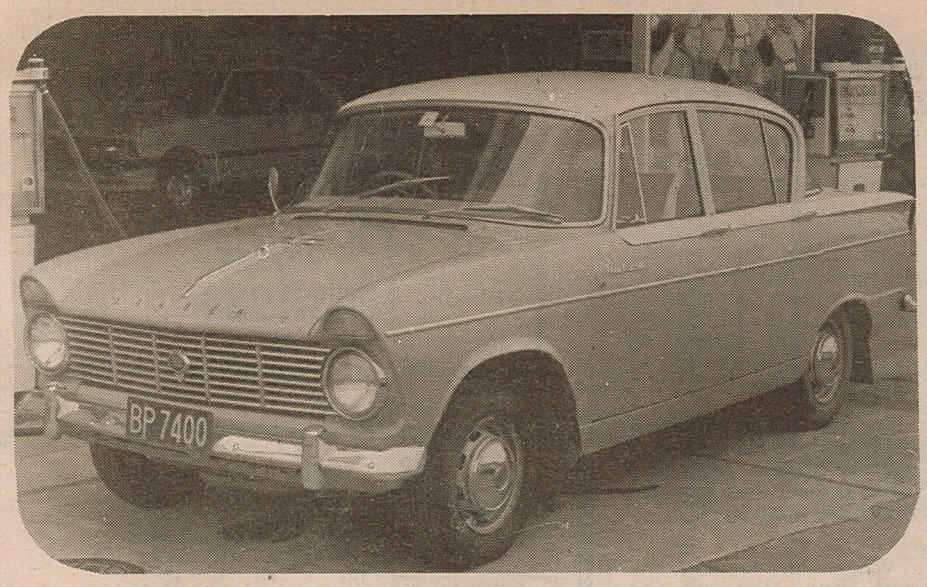
Watch Chronicle for news of the opening of our new showroom.

Furniture custom built by



R. J. McGrail Ltd
Phone 8264

The Pursuit of Excellence



1963 Humber 90
After 21 years of service.

AND

The Achievement

The Peerless New Mitsubishi Sigma

Congratulations on 21 years of excellent service to our community.

BAIGENT MOTORS LTD (Est. 1950)

Another long serving company.

☆☆☆☆☆ Looking back at 1971 ☆☆☆☆☆

A Rewa Bowling Club four made national headlines by winning the New Zealand fours championship. The top team was: Jack Somerville (skip), Murray Davis. Stewart Downie and Nick Unkovich.

* * * *

The IHC Day Care Centre in Station Road was opened. The building was a Lions Club of Matamata project.

* * * *

Mrs Elsie Wilkie won her fifth New Zealand title when she beat Mrs Bainbridge in the final of the national singles championship.

* * * *

Graham Tonkin, Ian Tucker and Phillip Tonkin were members of the Waikato under 15 water polo team which won the New Zealand Water Polo Championships.

* * * *

Mr W. I. G. (Bill) Sharp received the New Zealand Scout Association medal of merit for his contribution to scouts.

* * * *

Matamata athlete Richard Prevett won the New Zealand 400 metres hurdles title.

* * * *

Over 20,000 people visited the Kaimai Tunnel site during an open day and saw a $1½ million tunnel boring machine.

* * * *

Mrs M. E. Headon donated $15,000 for the erection of a sports stadium at Pohlen Park.

* * * *

The 75th anniversary of the Walton School was celebrated.

* * * *

Paul Reeve won the overall New Zealand water skiing championships. He was the only New Zealander to qualify in the standards set by the World Water Ski Federation and was chosen to represent New Zealand in the world championships in Spain.

* * * *

Christine Price was selected to play in the first New Zealand Volleyball team to tour overseas.

* * * *

We're in the city now!

(Householder, January 18, 1959)

The Tainui Press, publishers of Householder, has had a busy time during the holidays. When all you lucky people were getting sunburned at the Mount, or Whitianga or Whangamata or somewhere. And catching fish, or trying to.

We have been moving our plant to a more convenient position in Arawa Street Extension (next the vet shop — opposite the hotel).

And we are better equipped than before to give the public printing service.

So in the year 1959, which we are sure is going to be a prosperous one, in spite of sputniks, moon satellites, taxation and other whatnots, make the Tainui Press your printer and be sure of a good job at a fair price.

Mr Bill Curragh took up his appointment as town clerk of Matamata.

* * * *

Matamata's first Festival of Flowers was the successful forerunner of festivals which got bigger and better.

* * * *

The Matamata Borough water supply was fluoridated.

* * * *

The New Zealand Co-operative Dairy Company paid out 39.35 cents per pound butterfat and the Sunny Park-Hinuera payout was 39.25 cents per pound.

* * * *

Winds gusting up to 70 miles per hour caused havoc in the district. One of the "victims" was the stable, on Mr Stewart Sainsbury's property, built by Josiah Firth nearly 100 years before. The storm occurred on Friday, July 3 — eight years to the day after the storm which hit Matamata during which a DC3 crashed into the Kaimais killing all on board.

* * * *

Former Matamata College 1st XV winger, Ross Clow (now Labour candidate for the Matamata Electorate) won a rugby scholarship to Hampden-Sydney College, Virginia, USA.

* * * *

Matamata Borough Council withdrew its support of a trust hotel for the town with a decision not to guarantee $90,000 loan from the Local Authorities Loans' Board.

Pics from the past

The year was 1976 and Santa had graciously offered to help the Chronicle with its Christmas supplement advertising.

All went well . . . until Santa mounted the roof of Matamata Mazda and the children in the Matamata Primary School grounds spotted him!

There was no holding them back!

They roared across the playground all excited to wave to the old gentleman — even if he was a bit early!

About our colour scheme

(1958)

"What's the story about the coloured paper you're using for Householder, Uncle," has been a frequent inquiry.

"Do you get it cheaper than the white stuff?"

As a matter of fact, it costs more than white newsprint. Not very much. About a penny a pound in round figures. But when you use 300 pounds of paper it mounts up to twenty-five bob.

We use coloured newsprint to make Householder distinguishable from the other papers and journals that litter most homes.

When Dad comes home and says, "Where's the Householder," Mum has only to glance through the pile of ordinary literature, and finds the best shining like a silver dollar.

And we're going to vary the colours from time to time.

This is a new and colourful age.

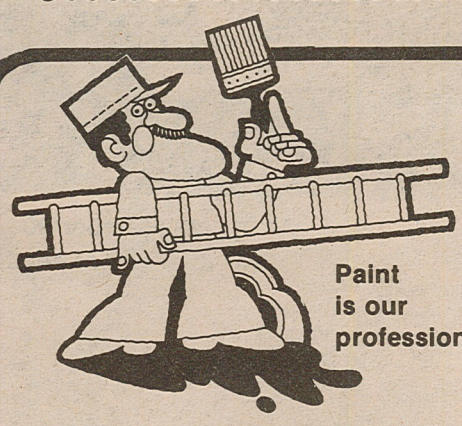
A few years ago, a householder would rather jump in the creek than paint his house anything but orthodox white, buff or cream, with red or green roof.

Nowadays, the colours run a gamut to baffle any layman to identify.

And what about motor cars?

So, if Householder likes to go the modern way, who is Uncle to criticise? He's all for it.

Tainui Press
1934-1984
Chronicle
1963-1984



Congratulations Chronicle!
from
MATAMATA
COLOUR CENTRE
Broadway Phone 6299

FOOTWEAR
IN MANY NEW, ATTRACTIVE STYLES

The most flexible shoe ever made. A delight to wear and so smart too in five new shades
PRICE 48/6

BLACK CALF In neat design. Also in Wild Rice. Low fine heel
PRICE 48/6

Shop early and make satisfaction sure
Knight's Shoe Store
BROADWAY — PHONE 369

Perhaps the price isn't the same . . .

. . . but just look at the range and quality

Knight's Shoe Store
BROADWAY, MATAMATA
PHONE 8914

It's goodbye to MORRISONS on the "Corner"
and hello to
Matamata Video and Sound Centre
and
Lizzies Locker
"The Corner" of Broadway and Arawa Street.

☆☆☆☆☆ Looking back at 1972 ☆☆☆☆☆

Moana-Iti Tourist and Holiday Resort (formerly Crystal Springs) owners, Mr and Mrs John Booth, announced plans to build a new restaurant and thermal pool to cost in the vicinity of $70,000.

* * * *

There were 274 births during 1971, Matamata Registrar, Mr Morrish, said that was a decrease from 289 the previous year. (Births registered in Matamata last year numbered 225.)

* * * *

Patriotism or vandalism? the Chronicle asked under a photo of the signpost at the Matamata Aerodrome — the word Matamata had been painted out and replaced with Waharoa. (Well why not we ponder!)

* * * *

Matamata residents voted in favour of the borough council guaranteeing, with the Government, one sixth of the loan required to build the Matamata Trust Hotel.

* * * *

Keith Newman was elected Governor of Lions District 202C. He was the second DC from Matamata. Os Edwards was the first.

* * * *

Mr Graham Reid was appointed principal of Matamata College. He succeeded Mr Arthur Lucas.

* * * *

The Associated Churches of Christ and the Methodist Church united to become the Matamata Union Parish Church.

* * * *

Sunny Park-Hinuera Dairy Company, Te Poi (now Waikato Dairy Co-operative) was selected to supply part of the 5000 tons of milk powder the Dairy Board announced was to be sold to Cuba in a 2.5 million dollar contract.

* * * *

Mrs Margaret Darke was appointed Public Relations Officer of Matamata to succeed Mrs Joan Pollock.

* * * *

A Government subsidy of over $94,000 was approved towards the Matamata Borough sewage treatment scheme. The scheme involved the replacement of the outdated septic tank with an oxidation pond system designed to greatly reduce pollution in the Mangawhero Stream.

* * * *

Mrs E. M. Headon donated a $9000 second ambulance to the Matamata St John Ambulance Association.

* * * *

Miss Helen McKenzie of the Royal New Zealand Nursing Corps (Territorial Forces) and matron of Braeside Hospital received the Associate of the Royal Red Cross (ARRC) in the Queen's Birthday Honours.

* * * *

The $250,000 Waharoa Tavern was opened by Sir Henry Kelliher. The Tavern, built by Stanley Construction Ltd, was leased to licencee, Mr Ray Saba, by the owners Dominion Breweries.

* * * *

Julie Lamb was selected in the New Zealand squash team to tour Australia.

* * * *

Jack Kirkwood set a new course record of 64 gross at the Matamata Golf Course — his nett was 60.

* * * *

Ranger Joan Moroney, of Walton, won the Duke of Edinburgh Silver Award.

The Matamata College first XV won the Tri-colour Trophy from Hamilton Boys' High School — and lost a week later to Te Awamutu. Star of the two games was fullback Kit Fawcett (later to become an All Black.)

* * * *

The Matamata Rotary Club completed 25 years of community service.

* * * *

Matamata McKenzies (department store) and Baby Boots opened.

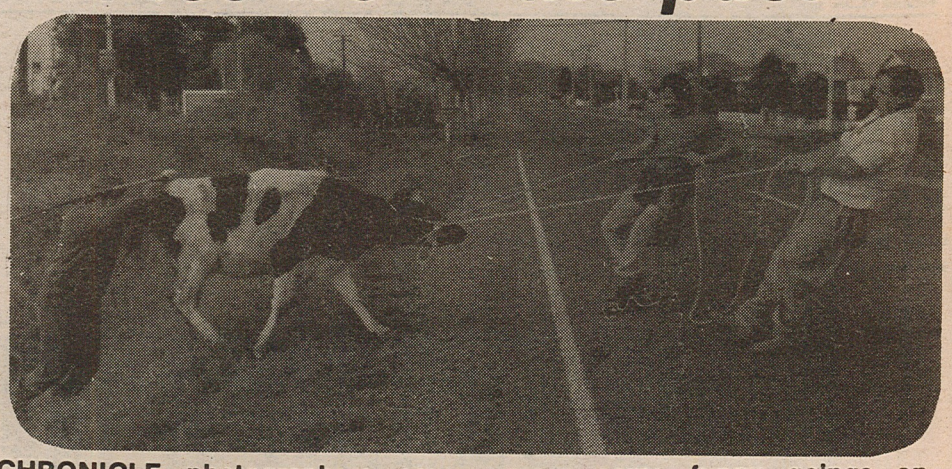
* * * *

Mr Bert Temm was elected chairman of the Matamata County Council on the retirement of Mr Hugh McGahan. (Mr Temm is still county chairman.)

* * * *

Anne Downey and Rae Taylor were selected in the New Zealand netball team to tour Australia.

Pics from the past



CHRONICLE photographers come across some funny goings on occasionally!

LOOKING BACK AT 1958 . . . THE YEAR IT ALL STARTED!

Plans for a new All Saints' Anglican Church were being discussed. Canon M. Richards said that according to a questionnaire answered by over 500 parishioners, a Gothic style church, with tower, built in brick (and to be built in cruciform) was favoured. It was hoped to start building in about a year's time, Canon Richards said.

* * * *

The cream of the district's livestock was expected at the Matamata A & P Show. The business people of Matamata decided to close their premises at 1 pm to enable their staffs to enjoy the show. (Show day was a Thursday)

* * * *

It was noted that the Matamata Gun Club would have a new look for its open shoot as the clubhouse has been "done over proper like!"

* * * *

Residents of the eastern end of the Matamata Borough were expected to enjoy added shopping facilities with the opening of a new "composite unit" (of shops) at Bell's Corner (now known as the Crossroads). A building erected by Mr R. G., (Bob) Beaver was to include a service station, a butchery and a grocery shop.

* * * *

Plans for installing a filtration plant at the Centennial Baths were taken in hand by the Matamata Jaycees. (An article about tadpoles as big as bulldogs — published elsewhere in this supplement — stirred up the interest the Householder had hoped it would on the baths issue).

* * * *

An electrical storm caused flooding in Broadway (April 20 issue) and Rawhiti Avenue areas (shades of March 26, 1980). The flooding was reckoned to be the worst in the history of the town and again spotlighted the urgency in the fulfilment of the borough stormwater drainage scheme which had been a recognised "must" for years. Little serious damage, but a lot of inconvenience, was caused.

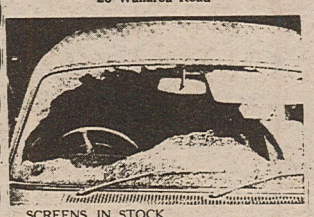
* * * *

"United deservedly successful in rugby championship" (July 18, 1958). Waharoa-Walton United won all the sub-union trophies and fully deserved all credit for some fine performances. Above all they are to be congratulated on the consistency of their displays. The Matamata team showed better form towards the end of the season after some poor displays earlier on. Patetere (now extinct) as usual were unreliable and played no two games alike. Hinuera were always triers and caused the other teams some anxious moments. (History repeats itself in 1984?)

* * * *

Tainui Press 1934-1984 Chronicle 1963-1984

FOR ALL AUTO GLASS CONTACT:
Matamata Glass & Joinery Ltd.
20 Waharoa Road



SCREENS IN STOCK
SAFETY GLASS
SCREENS RESEALED
CHANNELS RENEWED
— PROMPT SERVICE —
PHONE 7338 AFTER HRS 6022, 8503
PHONE 7338 AFTER HRS 6022, 8503

Still in the same game

plus
- timber
- builders' supplies
- fencing materials

Matamata Glass & Joinery Ltd
Waharoa Road Phone 7338

WEDGEWOOD
Smokehazy drift of subtle colour . . . immortalized by Wedgwood in tinted jasper . . . materialized by Bendon in co-ordinated underfashions and lingerie. Underfashions with a delicate frieze of finest lace, softened to shape in a shimmer of nylon tricot and lycra.
The Cameo Collection by Bendon: For the woman who loves nice things.

Bendon
because you love nice things
W06

Made in N.Z
75.61 The Cameo Bra $4.99, A 32–36, B,C,
11.15 New Petti Slip $2.55, X-Short: S.M., Short: S.M.L., Average
13.15 Briefs $1.75,
10.15 Continental Slip $4.99, X-Short 32–36, Short
Average

Bendon then
Bendon now.
THE ORCHID COLLECTION

N & E Jagger ltd
ARAWA STREET PHONE 7461
Shop with your locally owned and operated store.

And for the lads!
Miller Western
SHIRTS
Winter weight — twin pocket — western yoke
$12.95
SM to XXL

Bendon Bodyfashions

MATAMATA BAKERIES
For first-class Bread and Delicious, Dainty Small Goods.
Temporary address: Arawa St., opp. Hotel.

Matamata District Chronicle
CIRCULATING IN WALTON, WAHAROA, TE POI, HINUERA and SURROUNDING DISTRICTS.
VOLUME VI—No. 10 JUNE 18, 1963 REGD. AT G.P.O. WELLINGTON AS A NEWSPAPER.

Have You Tried our STARCHED REDUCED BREAD, and our NUSOY LOAF?
(Nusoy, Fruit or Plain)
MATAMATA BAKERY
Arawa St. Extn.

It all started wi

MATAMATA DISTRICT CHRONICLE
CIRCULATING IN MATAMATA, WAHAROA, HINUERA, TE POI, WALTON & SURROUNDING AREAS
PUBLISHED MONDAYS; VOL VIII No. 13 TUESDAY, APRIL 8, 1969

MATAMATA DISTRICT CHRONICLE
CIRCULATING IN THE MATAMATA AND PIAKO COUNTIES

Chronicle
Circulating in the Matamata and Piako Counties

Matamata District Chronicle
Circulating in the Matamata and Piako Counties

Matamata Chronicle
MONDAY, JUNE 18, 1984 VOL. XXIII, NO. 40 Phone 7011 Box 148 PRICE 20c

In June, 1974 the Chronicle celebrated its 40 years in business and the publishers asked the founder, Jens ("Sorrie") Sorrensen, who was then in retirement, to write a brief history of the company.

"Sorrie" obliged and we ran the story on the front page of the June 4 issue that year.

We reprint that story as we feel it makes interesting reading — even though it does not tell the "full" story of the rivalry between the two papers from 1957 onwards.

"Sorrie" wrote:

"On June 4, 1974, the Chronicle is entitled to celebrate its fortieth anniversary. It hasn't always been known by its present name, but with the exception of a break between 1947 and 1957 ("The Dark Age"), it has always been associated with the Tainui Press.

MODEST

"It was in June 1933 that a joker named Sorrenson (J. E.) set up a modest printery in Tainui Street, in an even then old building, later to blossom into impressive Cleaver Motors.

"In a village boasting a dozen or so shops, and a couple of stock merchants, there wasn't much scope for a jobbing printer, but those were tough depression days, and anything was worth a go.

"The scoffers gave him anything from two to six months before giving it away; his Morrinsville (nearest) opposition waged a constant battle of belittlement and scorn; but T.P. struggled along.

"After 12 months it became obvious that something more than job printing was essential if body and soul were to be kept going. So, on June 4, 1934, the Matamata Sports Review, forerunner to the Chronicle, was born.

FIRST ISSUE

"The first issue, one thousand free copies, of four 12 x 9 pages, containing five advertisements, each costing the advertiser the princely

BILL AND MARGARET HILL

From father to son . . .

30 years in the trade in Matamata

1954 - 1984

It's our anniversary too!

Complete PLUMBING Service

GORDON L. BURR LTD

Waharoa Road, Matamata

THE HEATING CENTRE

Telephone 8147

REGISTERED PLUMBERS • DRAINLAYERS • SHEETMETAL WORKERS

Associate Member of NZ Society of Master Plumbers

th "Sorrie" and the

MATAMATA HOUSEHOLDER
April 20, 1960

sum of 50 cents. But it was a start.

"As its name implied, the Review was concerned almost exclusively with reports of sporting activities in the town and district. Matamata was still of Town Board status, with the late Mr W. A. Gordon as chairman, and Mr W. D. Hay, secretary..

Promotion to Borough status came a year or two later.

"The second issue of Review, a week later, carried seven ads, and each succeeding issue saw an increase in popularity so that in a few weeks the issue had doubled in size and gradually progressed to an 18 x 12, 8-page weekly which was the pride and joy of its publisher, and set on a sound foundation.

"Within a few months steady growth of the Tainui Press necessitated more space and a move was made to premises in Broadway, situated almost opposite where Waterson & Co are at present. It was vacant land in those days.

"With the election of the first Labour Government in 1935, and the promotion of the Town Board to Borough status, Matamata started to progress at an ever increasing tempo. The village of 1933 became a thriving township. The Tainui Press, and with it the Sports Review, progressed with the town.

HITLER

"A certain Mr Hitler put a spoke in the wheel in 1939, and not much progress was made for the duration of the war.

"Perhaps that is not a fair statement. In one sense, a very important progressive move was made.

"Since the days of the modest Sports Review, contents of the journal had assumed a different tenor and now included news items of general interest including reports of Borough and County Council meetings, and other matters concerning the town and district.

"In the early years of the war, a First World War veteran, one Thomas Edmund McMillan, a journalist of experience who had had to give up his work on account of deafness, offered to help out during wartime staff shortage.

GREAT HELP

"He was great help, and one of his far reaching suggestions was that we change the name of the paper to Matamata County Mail. By this time we were covering a large part of the Matamata County, and the new name was appropriate enough. Good old Mac.

"Mac, an apprentice (Milton Moon) and Mrs Sorenson kept the ship afloat until 1943, when the army decided it could win the war without me, and when hostilities finally ceased, the Tainui Press and County Mail forged ahead until 1947 when the business changed hands.

DROPPED

"The new proprietors made it a paid circulation paper and dropped the

"After a lapse of ten years, the founder of the Tainui Press found it opportune, and was encouraged, to open up again, and history repeated itself. Again there was a struggle to get established with a modest plant and little or no working capital.

The Chronicle was free on Mondays and the County Mail, a paid circulation paper, came out on Tuesdays and Thursdays.

When "Sorrie" returned to Matamata a "right old" war began between the two publications.

Both had their supporters — some more loyal than others — but both were surviving in fairly good economic times.

However, when the Chronicle changed to offset in 1968 it gained more support and steadily grew in size from an eight page paper to 32 pages.

FIRE

The County Mail suffered a distastrous fire in 1969 which guttered its offset newspaper press and all but wiped out its factory.

The firm moved to where Matamata Fish Supplies Shop now is (which was right next door to the Chronicle) and the burnt out building — where the Chronicle is now — was sold to Mr Maurice Conder.

The papers continued publishing "side-by-side" until March 12, 1975 when the County Mail closed down due to the ill health of the managing editor and managing director Mr Graham Beamish.

The County Mail had made its mark in the community newspaper world under Mr Beamish.

AWARDS

The paper won many awards in competitions and was the first country paper to publish news on the front page.

The Chronicle continued publishing free once a week but the paging demand became too great and the publisher was forced to "go twice a week" and make it a paid subscription.

The present publisher, Harry Baker, came to Matamata in 1961, following two years with the North Auckland Times in Dargaville.

He worked for the County Mail until 1966 when he was offered a share in the Chronicle — then owned jointly by Mr Sorrensen and Mr Bill Hill.

PURCHASED

Hill and Baker purchased the business from Mr Sorrensen and three years later Bill Hill decided to move to Australia. (He actually returned to New Zealand a year later and after a time in Auckland moved to Mount Maunganui where he now has a printing business).

Tainui Press later purchased the old County Mail building which had been rebuilt by Mr Conder and is still in those premises.

HARRY AND DI BAKER

New name

The June 18, 1963 the fortnightly newspaper which had carried the name "Matamata Householder" had a new masthead (nameplate) proudly proclaiming it as the "Matamata District Chronicle".

"We have done this for various reasons," said the publisher, "One of which is that the name Householder creates a false impression in the minds of some people.

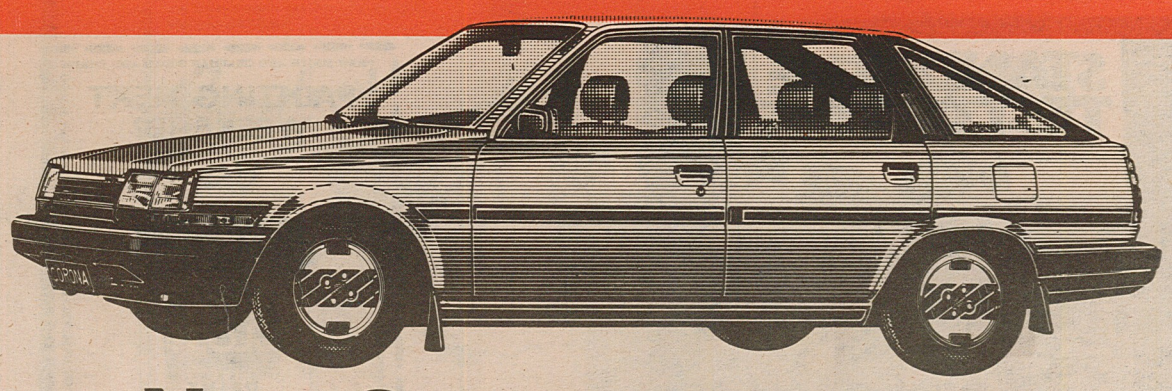
"A number of readers and advertisers have suggested the change and we agree that it should be a change for the better.

"The same old 'Householder' service will be there, however, with a guaranteed circulation of 2650 between Walton and Tirau, a coverage of more than 90 per cent of the homes within a 10 mile radius of the Matamata Post Office."

Tainui Press 1934-1984

Chronicle 1963-1984

Elegance and Excellence.



New Corona Liftback

The beautiful wind-cheating design was born of Art and Science. The excellent handling and performance was born on the test tracks. Come and test drive new front wheel drive Corona today.

Feel the room, the comfort, the quietness of quite possibly the most advanced medium size car available in New Zealand today.
Come in or phone for a test drive now.

You're so right TOYOTA

Cowling TOYOTA

ESTABLISHED 1935

Leaders then — leaders today.

☆☆☆☆☆ Looking back at 1973 ☆☆☆☆☆

Jack Somerville and Nick Unkovich were runners-up in the National Pairs Bowling Championships.

* * * *

Bowlers Rhoda Ryan and Wyn Guy won the Women's National Pairs Championship.

* * * *

The United Fire Brigades' National Conference and Championships were held in Matamata, hosted by the Matamata Volunteer Fire Brigade.

* * * *

Matamata surfers, Chris and Graham Tonkin, Craig Meacham and Kevin Bardsley, won the junior four-man rescue and resuscitation title at the New Zealand Surf Championships.

* * * *

Doug McGlashan was made a life member of the Corinthian Rugby Football Club.

* * * *

Walton bowler Mrs Elsie Wilkie was selected to represent New Zealand at the World Bowling Championships.

* * * *

The second Matamata Festival of Flowers "Colour Carousel" was a great success.

* * * *

The Minister of Police advised that it was not possible to allocate a police car to Matamata during 1973-74 — but said that with the recent introduction of a base radio and more patrols being made in full uniform, the desired results should be achieved.

* * * *

Cleavedale Othello, a yearling bull bred by J. P. and M. C. Vosper of Matamata, was sold to Australia for a New Zealand record price of $8000.

* * * *

Terry Morrison was selected to tour Australia with the New Zealand Universities' athletic and rugby teams.

* * * *

The Matamata College 1st XV (coached by George Simpkin) won the Tricolour Trophy from Fairfield College.

* * * *

Matamata Citizens Band member Grant Mason won the under 19 New Zealand Brass Bands cornet championship.

* * * *

Sandra Fawcett was selected in the New Zealand volleyball team to tour Australia.

* * * *

Matamata bowler, Jack Somerville, was selected to represent New Zealand at the Commonwealth Games (the following year).

* * * *

The Matamata Licensing Trust accepted a "design and build" proposal for its hotel, put forward by Stanley Construction in association for Interior Designs Ltd.

* * * *

Terry Morrison was named in the 21-strong All Black squad selected to make a four-match internal tour of New Zealand.

* * * *

Former mayor of Matamata, Mr Ken Gouk, died. He served 18 years on the borough council, 12 of them as mayor.

* * * *

The Thames Valley Electric Power Board reported a critical power shortage and asked customers to be prepared for power black-outs of 15 to 20 minutes duration each night.

* * * *

The Matamata Dramatic Society's play "Trevor" made it to the national finals of the New Zealand Theatre Federation's competition for one-act plays — and won it!

* * * *

As a result of a worldwide shortage of newsprint, compounded by loss of production at Kawerau Mill, the Chronicle had to cut down on its paging.

* * * *

Dryden Spring was named "Outstanding Young Man of the Year". He is now chairman of the New Zealand Co-operative Dairy Company.

* * * *

Winston Hill won the New Zealand snooker title.

* * * *

Colin Ford won the New Zealand Hairdressing Championships and Dave Verner won the New Zealand Intermediate Lightweight Championship — two national titles to Matamata in one week! (Chronicle, October 8).

* * * *

Matamata County land values increased by a massive 67 percent.

* * * *

After some "bitter frustrations" the contract to build the Matamata Licensing Trust Hotel was finally signed on November 5.

* * * *

Matamata people were highly delighted when Elsie Wilkie won the singles at the World Bowling Championships in Wellington.

* * * *

The Matamata County Council resolved to buy the Firth Tower, the adjacent home and two-and-a-half acres of land from Mr A. Fowke of Tower Road. The council hoped that in the future it would make a home for Mr Peter Ward's Clydesdale Museum. The Matamata Historical Society was delighted at the prospect of being able to to establish a museum there.

The Regent Theatre

— a landmark since the thirties.

Tom and Robbie wish the Chronicle well for the future.

Matamata

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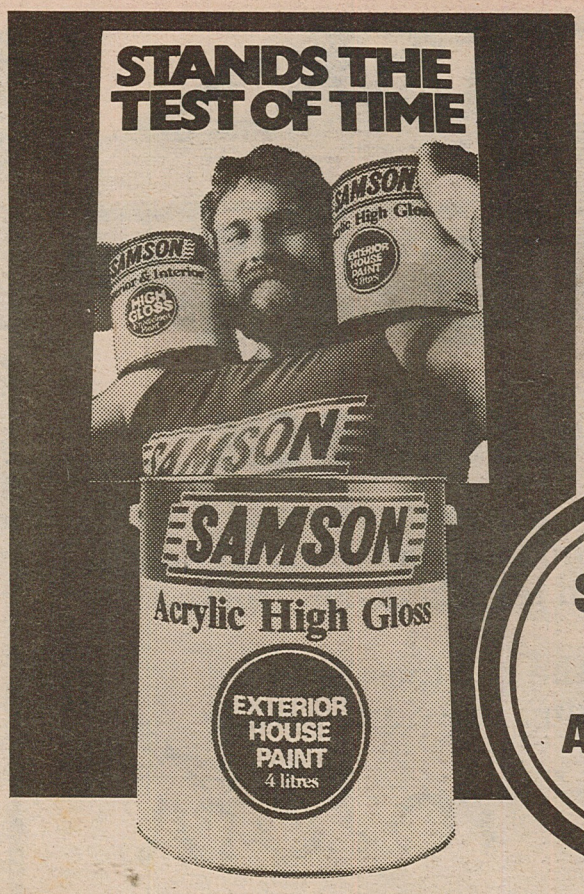

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LOOKING BACK

"AUTHORITY" DOES IT AGAIN!

The Chronicle, in keeping with its aim to publish news of interest to the community, is publishing School Certificate results achieved by Matamata College pupils.

Apparently this will not in future be universal practice if we are to judge by a news item appearing in a metropolitan paper recently excusing its failure to publish on the grounds that the Education Department decided some time ago that pass lists would not be available until ten days after result cards have been posted to candidates.

Further to this, it had been stated last November in Parliament (that defender of our liberty) that the Post Primary Teachers' Association, the Secondary School Boards' Association, the School Certificate Examination Board and the Technical Educational Association all opposed the publication of School Certificate results.

May we meekly inquire on what grounds?

Presumably pupils, their parents, friends and relations are expected to be overawed (as on other occasions) by an impressive panoply of Authority — alas for Student Power!

Students will have the consolation of learning early in life that as costs rise so service decreases.

Recently up went rail fares and freights and off went the railcar so that inward mails to Matamata were disrupted (some say they were the worst for 40 years) — such is progress!

The time is long overdue when the ordinary man in the street and his wife should tell Authority that if it can not improve its service there will be yet another march on Parliament.

After all, perhaps those who worry about Vietnam could be encouraged to take a long hard look at the mess the Computer Kings are making here in New Zealand.

Let some Village-Hampden withstand with dauntless breast the little tyrants of his fields and leads us in a chorus of:

"Let not ambition mock their useful toil;
Their homely joys and destiny obscure;
Nor grandeur hear with a disdainful smile;
The short and simple annals of the poor."

If any reader objects to joining in the chorus please let us know.

(School Certificate results on page three)

☆☆☆☆☆ Looking back at 1974 ☆☆☆☆☆

Work began on the building of the Matamata Licensing Trust Hotel in Waharoa Road West.

* * * *

Doug Johnston, Tim Lynch, Merv Lansdown and Neville Bishop won the prestigious Taranaki bowling tournament. All were Rewa members.

* * * *

Matamata Bowling Club member, Jack Summerville, as member of the New Zealand bowls four, won a gold medal at the Commonwealth Games.

* * * *

Graham Tonkin won first place and a gold medal in the New Zealand Junior Surf Ski Rescue championships.

* * * *

Christine Hughes won the New Zealand junior 100 and 200 metres championships.

* * * *

The Matamata Maternity Hospital was 50 years old.

* * * *

Matamata's new sewerage scheme received a setback when a huge washout emptied a secondary pond.

* * * *

Power blackouts were threatened by the Thames Valley Electric Power Board and consumers were asked to make every effort to conserve power.

* * * *

The Walton Golf Club used its new course for the first time.

* * * *

Father Kevin Fitzgerald was the first Catholic priest to be ordained in Matamata.

* * * *

Grant Mason won the Soprano Cornet National Junior Champion of Champions.

* * * *

The Hinuera Rugby Football Club celebrated 50 years of rugby.

* * * *

Bryan and Julie Candy won the ICI Dairy Farm of the Year Award.

* * * *

George Duxfield was awarded the MBE in the Queen's Birthday Honours.

* * * *

Winston Hill was selected to represent New Zealand in the snooker world championships in Ireland.

* * * *

Mr Lester Todd was appointed manager of the Matamata Trust Hotel.

* * * *

Anne Downey was selected to play netball for New Zealand.

* * * *

Mrs Val O'Sullivan topped the poll when she was elected to the Waikato Hospital Board for the first time.

* * * *

The doors of the Matamata Trust Hotel opened for the first time and it was officially opened early in December by the Prime Minister, Mr W. E. Rowling.

* * * *

The Matamata College first XV left on its tour of Wales. On tour with the team was "Our man in Wales", Chronicle proprietor, Harry Baker. (Di went too!)

Chronicle publication changes

(Monday, April 14, 1975)

With the closing down of the Matamata County Mail there is increasing pressure on the Chronicle to be published bi-weekly.

We have looked into the feasibility of a twice-a-week publication with a view to maintaining a free distribution of both issues.

However, after a close examination of the costs of such a venture it has been found that it would not be possible.

Therefore, from May 1 (a Thursday) the Chronicle will begin bi-weekly deliveries at a charge of $5.00 per annum for both papers.

This charge is below the standard subscription for community newspapers.

One of the main reasons for this decision is the increase of staff to handle the already bigger paging of the Chronicle, and — perhaps more importantly — the increases in printing charges by our printers.

Accordingly, an account for the Chronicle is inserted in this issue and payment for the paper is due now for the ensuing 12 months.

Residents who have not paid the $5.00 subscription by April 30 will not receive a Chronicle.

Subs may be paid at the Chronicle office, Arawa Street, or posted to Box 148, Matamata.

NEW ZEALAND
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1978

This is to certify that

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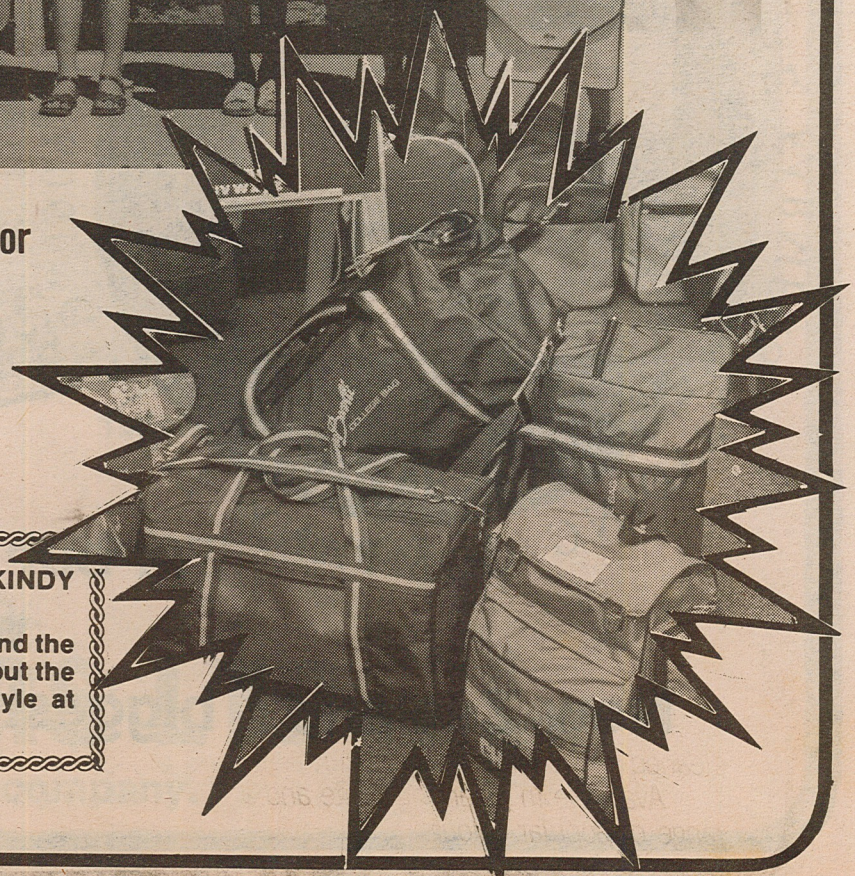


☆☆☆☆☆ Looking back at 1975 ☆☆☆☆☆

The Matamata Primary School 75th Jubilee was attended by 1500 people.

* * * *

Christine Hughes won both the 100 and 200 metres titles at the National Colts and Junior Women's Championships. Diminutive Christine was affectionately known as "Waikato's flying midget".

* * * *

The Matamata RSA and Citizens Bowling Club was opened.

* * * *

Miss Dixie Cockerton, principal of Matamata Intermediate School, went to South Africa to lecture and coach at the South African Netball Association's national coaching course.

* * * *

The Kaimai Tunnel was progressing despite apalling conditions "inside". Work on the tunnel started in September 1971 and by April 1975 only 3000 of the 29,000 feet of tunnel remained before hole-through. Of interest to the business people of Matamata was the fact that $57,000 a fortnight was paid to the 250-strong workforce, 200 of which lived within a five mile radius of Matamata.

* * * *

Matamata's Licensing Trust Hotel was threatened with liquidation. The Trust owed creditors $99,733.70 of which approximately $16,500 was owing to local business people.

* * * *

As was appropriate for New Zealand's premier thoroughbred horse breeding and racing centre, Australasia's first high quality "glossy" journal devoted to the thoroughbred industry was based in Matamata. The principals of New Zealand Blood Horse were Duncan Sutherland and Robert Dawe.

* * * *

The Matamata Trust was declared insolvent with "no show of trading out of its difficulty in under 10 years" At a meeting of Trust creditors it was recommended that a receiver be appointed. Matamata accountant Mr Bruce Candy was later appointed receiver and manager of the hotel.

* * * *

After two years stop-start negotiations the Matamata County Council agreed to buy Mr Peter Ward's Turanga-o-moana Clydesdale Museum. The asking price was $80,000.

* * * *

Paddocks of maize were becoming an increasingly familiar sight around the district and the Waikato Mills were established at Walton.

* * * *

Sandra Fawcett was selected to play in the NZ representative volleyball team and David Sheely was selected to shoot for New Zealand at the World Moving Target Championships in Munich. (Two NZ reps in one week for the second time that year!)

* * * *

The first Chronicle Sportsman of the Year was held.

* * * *

The Matamata Operatic Society's production "Fiddler On The Roof" was described as magnificent.

* * * *

Mr Graham Beamish, former editor and managing director of the County Mail which ceased publication earlier in the year, died. Mr Beamish was a highly esteemed journalist with wide experience.

* * * *

Mrs E. M. Headon, who gave $16,000 to the Matamata community, died at the age of 78 years.

* * * *

Winston Hill was the first Chronicle Sportsman of the Year.

* * * *

Matamata horse trainers and owner-trainers had a record season with total stakes reaching the grand total of $545,296 from 233 victories.

* * * *

A Kiwanis Club was formed in Matamata.

* * * *

The Matamata County Council was accused of "squandering" rates on employing excess staff and projects of which ratepayers did not approve. The accusation was made by the Tokoroa Branch of Federated Farmers which wanted an explanation for what it considered an "unprecedented increase — 27% — in rates when farm incomes were being held at a low level."

* * * *

The Matamata County Council decided (six to four) not to buy the Clydesdale Museum from Mr Peter Ward.

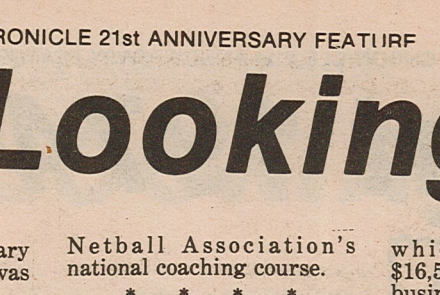
MATAMATA PRA

Matamata Public Relations Office

Phones: 295 Office, 772S Res.

Helana Street

P.O. Box 93

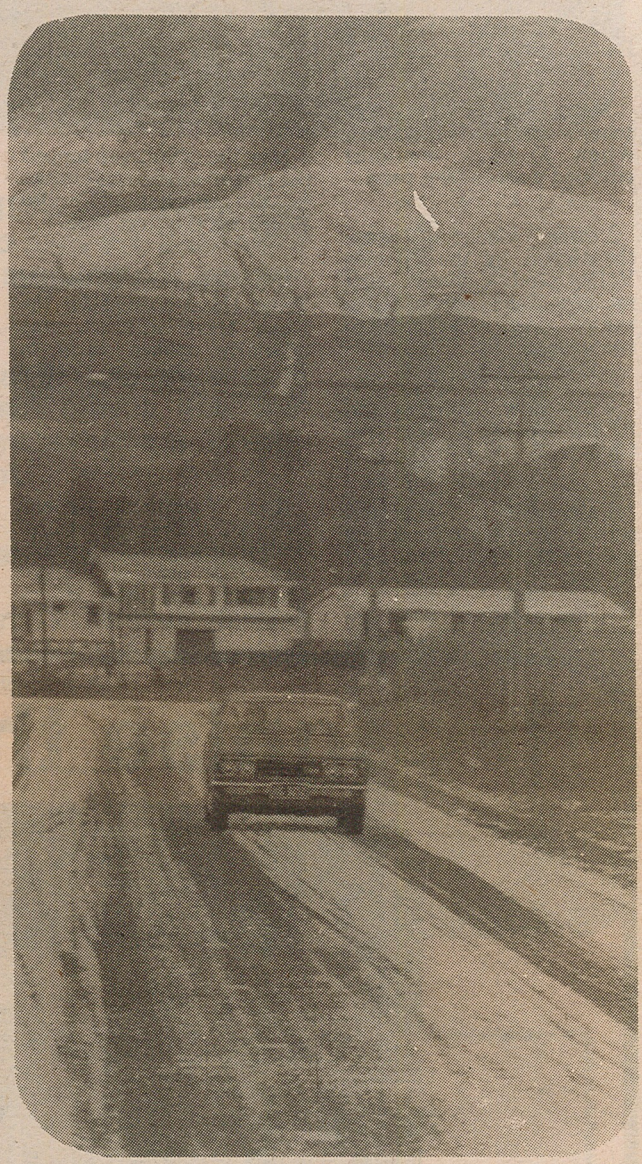


A service to the . . DISTRICT — TOWN — INDIVIDUAL

SEE HOLIDAY ARRANGEMENTS THIS PAGE.

Looking back on a happy association with the Chronicle.

Pics from the past



HAIL on the Kaimais at Okauia — Chronicle, September 25, 1975.

OOPS . . . ! And the Chronicle caught it on camera! 1975.

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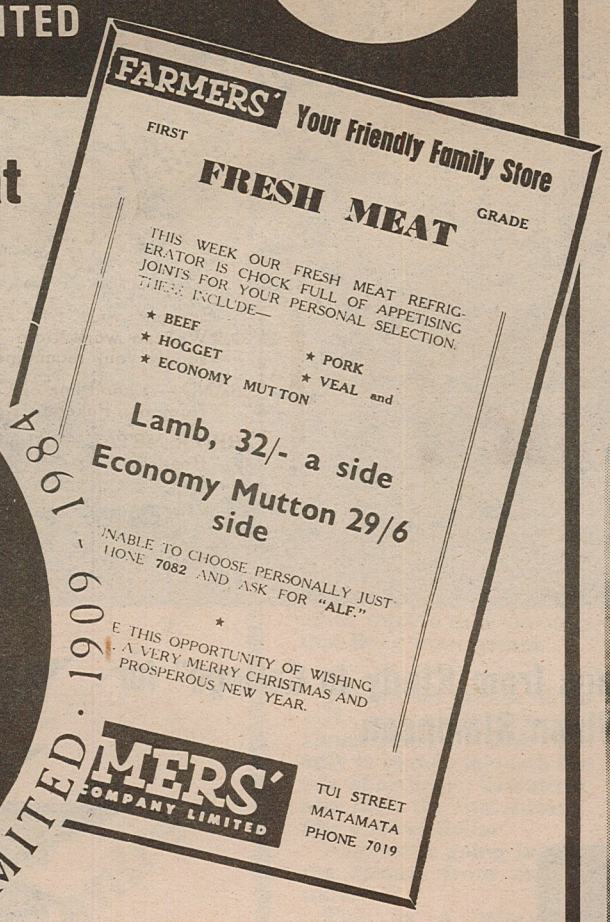
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Looking back ☆☆☆☆☆ at 1976 ☆☆☆☆☆

Miss E. V. Bell, former headmistress of Matamata College (she came to Matamata in 1925 with the idea of staying for two years) was awarded the BEM in the New Year's Honours List, for her services to the community.

* * * *

The New Zealand National Fieldays Society announced that it would go ahead with its purchase of the Clydesdale Museum, founded by Mr Peter Ward of Turanga-o-moana. It was expected that the re-establishment of the museum on a site at Mystery Creek would cost approximately $100,000.

* * * *

The Matamata Racing Club was "sitting tight" waiting for a decision on its future after the New Zealand Racing Authority decided on its proposal that the club should move operations to Te Aroha and use its course solely for training purposes. The Matamata Racing Club strongly opposed such a move.

* * * *

Matamata bowler, Jack Somerville, competed with the New Zealand bowling team in the world bowling championships in South Africa.

* * * *

Former Matamata College 1st XV coach, George Simpkin, was appointed selector-coach for the Waikato senior representative rugby team.

* * * *

The Matamata Licensing Trust was wound up but it was drinks as usual at the Trust Hotel. The Trust had opened its door for business just 16 months before and after paying back PAYE tax deductions owing and secured creditors there was no money left to pay trade creditors. Matamata business concerns owed money by the Trust and it was estimated they would dip out to the tune of $15,901.

* * * *

Nineteen-year-old Walton rider, Paul Harris represented New Zealand in equestrian events at the Sydney Royal Show.

* * * *

Two Matamata businessmen, Mr Fred Harding and Mr Rod Knox made an unsuccessful attempt to revive Matamata's Chamber of Commerce. However, a meeting of business people decided to give full support to PRA.

* * * *

A differential rating system was adopted in principle by the Matamata Borough Council.

* * * *

As a result of the Supreme Court issuing a winding-up order the Matamata Trust Hotel was put up for sale.

* * * *

Former schoolboy rugby player for the Waharoa-Walton United Rugby Club Kit Fawcett gave his old club a nice 25th anniversary present — he was selected to tour South Africa with the All Blacks.

* * * *

The Matamata County Council objected strongly to plans to issue a prospecting licence to AHI Minerals Ltd for the Maungatautari Mountain and Te Tapui Reserve.

* * * *

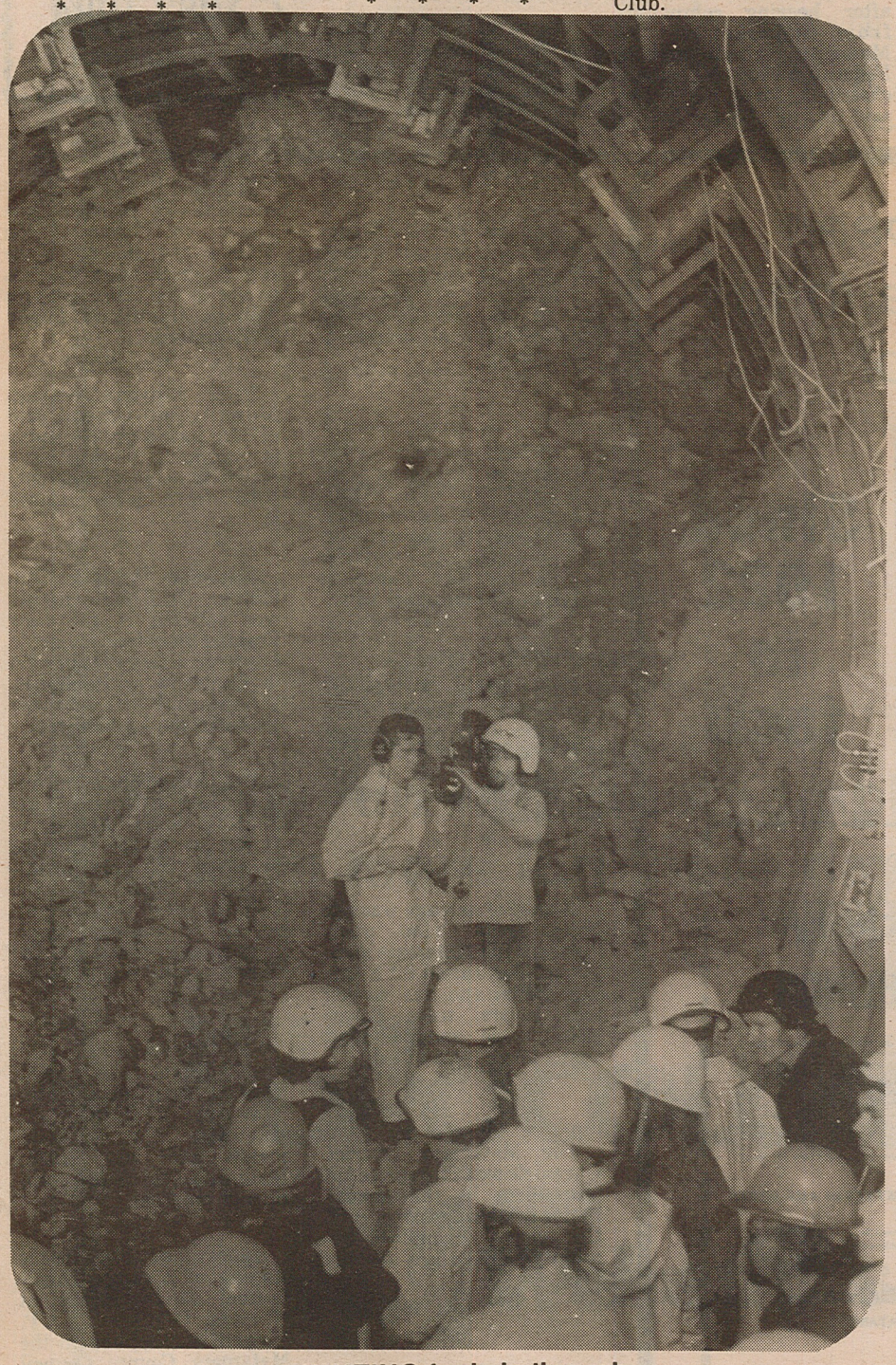
Julie Mason won the junior tenor horn solo and the most points for women at the national bands championships and was again selected to take a place in the National Youth Orchestra.

* * * *

Brian Tims won the Chronicle Sportsman of the Year Award. He was nominated by the Matamata Racing Club.

* * * *

The new 25 metre pool at the Matamata Centennial Baths was opened with free swims for all! The pool was built by the Matamata Lions Club.



WAITING for hole-through.

About 540 observers crammed the Kaimai Tunnel for the official hole-through on June 17, 1976. But it didn't eventuate. "Kaimai luck sour again!" said the heading in the Chronicle. "It should have been the greatest show on earth, but like a temperamental Prima donna the star refused to make her appearance." Hole-through in the $52m tunnel was expected at 2 pm but was aborted about two hours later when the eastern face of the tunnel collapsed against the cutting head of the Jarva tunnelling machine, jamming it within inches of breakthrough. The Chronicle "scooped" the first photograph of the breakthrough" on June 21. Tunneller "Binny" Oliver dived through to become the first man through the gap.

MATAMATA HOUSEHOLDER December 18, 1961

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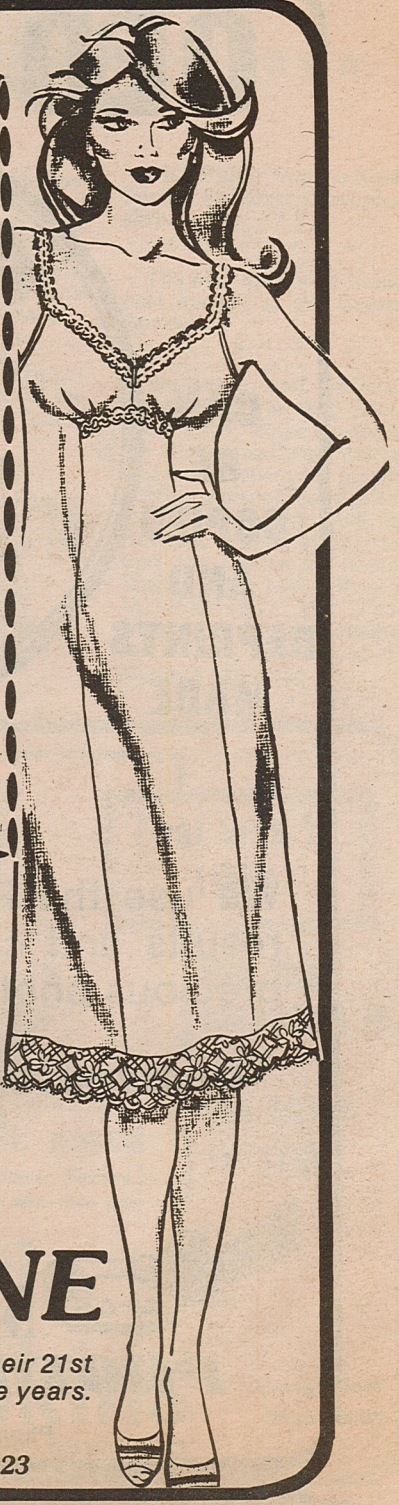

The name may have changed from Berlei to Bendon but the quality is the same!

This style features shoulder straps —

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THE DORIENNE

Congratulates the Chronicle and Staff on their 21st anniversary and wished them well for future years.

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(We used to drag sand from the river, now we wash and screen it at our Hinuera Road West sand plant).

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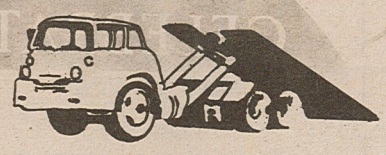

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Looking back at 1977

☆☆☆☆☆ ☆☆☆☆☆

The first big news in Matamata in 1977 was that Miss Margaret Dora Cranswick was named in the New Year's Honours List with the British Empire Medal. Miss Cranswick, who is 1976 received the highest award that can be made in New Zealand Girl Guiding, was given the medal for her life-long service to the movement.

* * * *

The old Piako electorate was enlarged and renamed the Matamata electorate. It now includes all of Morrinsville borough, Tatuanui, Waitoa and Te Aroha West.

* * * *

The February meeting at the Matamata Racing Club attracted more people than the previous year. About 5000 people enjoyed the day's racing and the betting was up by $81,808.

* * * *

Matamata's $95,000 million-gallon "sunken" reservoir was commissioned and the council hoped this would mean an end to water pressure problems in the borough. Residents had been asked to conserve water because their high demands were resulting in some residents being without water for part of the day.

* * * *

Ragwort weed caused many problems on farms and after hearing complaints from members of the Matamata sub-province of Federated Farmers, county chairman, Mr A. W. Temm said that any farmer failing to clear ragwort from his farm would be prosecuted.

* * * *

Matamata Society of Arts "Tower Gallery and Workshop" officially opened and about 200 people attended.

* * * *

A Matamata District Council of Social Service was formed at a public meeting. 72 people attended the meeting and Mayor of Lower Hutt, Mr J. Kennedy-Good who is also chairman of the New Zealand Council of Social Service was guest speaker.

* * * *

The Royal Commission on Courts, sitting in Hamilton, was told that the Matamata Courthouse was one of six in the Waikato, Coromandel area that should be closed down. Circuit magistrate, Mr T. B. Mooney, criticised the courthouse building itself and Matamata solicitor, Mr T. Hart, said the size of the courthouse was "appalling".

* * * *

The Matamata Borough Council advised the Firth. Tower Historical Reserve Committee that it would accept a commitment to finance capital costs to a maximum of $44,298 over two years on an agreed 2:1 cost-sharing basis with the Matamata County Council.

* * * *

There was a loss of $368.35 to the Matamata County Council as a result of noxious weeds prosecutions during the 1975/76 season. Fifty-nine prosecutions had been processed and 48 appeared before court.

* * * *

Submissions were prepared by the Matamata COunty Council in support of the retaining of the Matamata Courthouse. These were to go before the Royal Commission on Courts.

* * * *

Thirteen premises in the Matamata town area were burgled in one night. Sergeant P. A. Agnew said it had been the biggest one-night spate of burglaries since he had come to Matamata four years ago.

* * * *

Mrs Elsie Wilkie of Matamata returned from England after representing New Zealand at bowls. She returned with world bowls championship trophy still intact!

* * * *

A trail of damage was left after freak wind gusts battered the Matamata area. A roof was raised off a new bus shelter and was carried over several trees. Power poles were snapped and many large trees felled.

* * * *

The Matamata District Chronicle won third prize for journalism in the annual better newspaper honours of the New Zealand Community Newspapers' Association.

* * * *

Automobile Association warning signs put along State Highway 27 near the Mangawhero Stream bridge were ripped out the day after they had been erected. The signs had been put in following recent accidents on the spot.

* * * *

Miss Mary Given, who celebrated her 100th birthday at the Braeside Hospital, Matamata, in July, died. She had lived in Walton all her life.

* * * *

Sarah Evans won the National Hansell's cooking and hostessing competition in Wellington. Sarah represented the Matamata Young Farmers Club.

* * * *

Matamata architectural designer, Mr J. P. Cotter, drew up a suggestion for a pedestrian mall in Arawa Street and this drew mixed reaction from Matamata businessmen. Most opposed the idea.

* * * *

A 200-acre property at Gordon, eight miles from Waharoa, was bought by the Auckland Farmers Freezing Co-operative Ltd to ensure a suitable site for a meat-processing plant in the Waikato.

Tainui Press 1934-1984

Chronicle 1963-1984

* * * *

Rugby player, Ross McGlashan, received the Corinthian Player of the Year award. He earned the reputation through Waikato as one of the tidiest players seen on Hamilton's Rugby Park last season.

* * * *

Peter Nooyen's Hinuera Music Lovers' Concert paid off. He took a great gamble in putting on the show but a crowd of between 4500 and 5000 turned up and enjoyed it.

* * * *

Matamata Athletic Club athlete Christine Hughes was selected in the New Zealand team for the Pacific Conference Games to be held in Canberra in December. She returned with a bronze medal for the 4 x 400m relay.

* * * *

The Ombudsman and the Hamilton District Law Society were asked to adjudicate in the squabble between the Matamata County Council and the Department of Justice with regard to noxious weeds prosecutions. Facts of the cases were to be sent to the Ombudsman.

* * * *

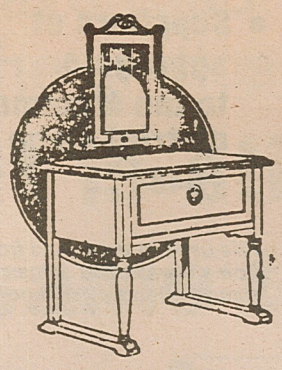
For the second time Mrs Elsie Wilkie was named Waikato Sportsman of the Year at a function in Hamilton. The following month she was named Matamata Chronicle Sportsman of the Year.

* * * *

Approval was given for the staging of a second music festival to be staged at Hinuera. Organiser Mr P. Nooyen had applied to the Matamata County Council for permission.

* * * *

Colin Thompson proved beyond shadow of a doubt that he was entitled to the title "King of the Tower". 400 spectators watched the race which Mr Thompson ran in 28m 7.6s.



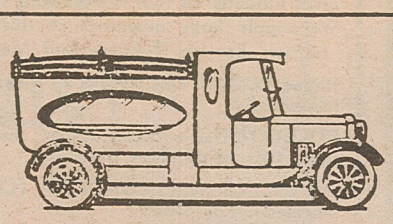
LAMB AND WATERSON

Cabinetmakers
Picture Framers
Upholsterers
and
Funeral Directors
MATAMATA

'Phones :
154M. Residence 154S.

This and the adjacent advertisement appeared regularly in the Matamata Record, during the 1920's.

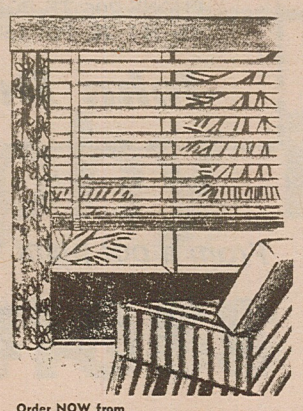
We have been around for a long time too!



Reasonable Charges.
LAMB & WATERSON,
Funeral Directors.
'Phone 154M - MATAMATA

Since 1922 in fact!

Add beauty to your home . . .



VENETIAN BLINDS

Not only do Venetian Blinds add beauty to the interior and exterior of your home they also give you control of light and summer temperatures. Simply tilt the blind and diffuse the light—eliminate the hot rays of the sun, and fading of carpets and furnishings. You will be amazed at the low cost of installing all metal blinds complete with mechanical tilt control and fitted with longlasting nylon cords and plastic or terylene tapes. Place your order now for speedy delivery.

FREE MEASURE AND QUOTE

Manufactured by Blinds and Screens Ltd. B&S

Order NOW from
WATERSON'S in Broadway
PHONE 154 MATAMATA

FOR COMPLETE
FLOORING
REQUIREMENTS
CARPETS AND VINYLS
FULL LAYING SERVICE
CALL IN AT OUR
BROADWAY SHOP NOW

D. WATERSON & CO. LTD

BROADWAY, MATAMATA.

☆☆☆☆☆ Looking back at 1978 ☆☆☆☆☆

Former Member of Parliament for Piako, Mr Geoff Sim was awarded the Queen's Service Medal for his services. Mr Sim was first elected to Parliament in 1973 when he won the Labour-held Rotorua seat for National. That electorate was abolished in 1946 and became Waikato and later Piako before finally becoming Matamata. Mr Sim retired from politics in 1966.

* * * *

The dairy industry was hit by drought and production at the Sunny Park-Hinuera Dairy Company was down 12½ percent.

* * * *

Bruce Fowler was selected to represent New Zealand in the representative gliding team at the world gliding champs in France.

* * * *

The Matamata Borough Council wrote off a bad debt owed to it by the Matamata Trust Hotel which went into receivership in 1975.

* * * *

Matamata Fire Chief, Alf Downey retired after holding the post for 15 years. Mr Downey had served in the Matamata Volunteer Fire Brigade for 15 years before that, for five years in Tauranga. Garry Stanley was appointed to succeed him.

* * * *

Young paraplegic athlete, Brent Gibson, won two gold and one silver medal at the national paraplegic championships — all for swimming. He also bagged three bronze medals — for table tennis, darts and slalom.

* * * *

The 60th jubilee of Matamata College was a tremendous occasion with in excess of 3500 in attendance.

* * * *

The Matamata Rotary Club Arts and Crafts Festival drew over 340 entries.

* * * *

A public meeting to discuss the establishment of a pedestrian mall in Matamata was held.

* * * *

The first Town and Country Market Day held in Matamata was a great success.

* * * *

Julie and Seagar Mason went on a 14-week world tour as members of the New Zealand National Band. Julie was the first woman to be selected as a member of the National Band.

* * * *

Matamata boxing referee/judge, Keith Walker was selected to officiate at the Edmonton Commonwealth Games.

* * * *

Holland's Princess Beatrix visited Mr Bill Ten Hove's Nederburg Orchard.

* * * *

An article about the Braeburn pyschiatric hostel asking for understanding from residents for patients brought a good response.

* * * *

The small hall in the Matamata Memorial Centre was officially named the Tainui Room.

* * * *

A Matamata four — Vern Nickel, Les Smith, Ron Brown and Ces Wastney — won the national RSA indoor bowls title.

* * * *

Over 200 people signed the "Chronicle Page for Telethon" and a total of $870 was "handed over". The telethon was to raise funds for the Arthritis and Rheumatism Foundation of New Zealand.

* * * *

There were two reported sightings of UFOs in the Matamata district.

* * * *

A Kaimai "buster" on Wednesday, July 19 caused district-wide damage. Worst hit spot was the Moana-Iti Restaurant at Okauia where the bar and half the restaurant were demolished.

* * * *

The stake for the Matamata Racing Club's Breeders' Stakes event was lifted to a record $16,000.

* * * *

Over 700 people attended the opening of the Firth Tower Historical Reserve.

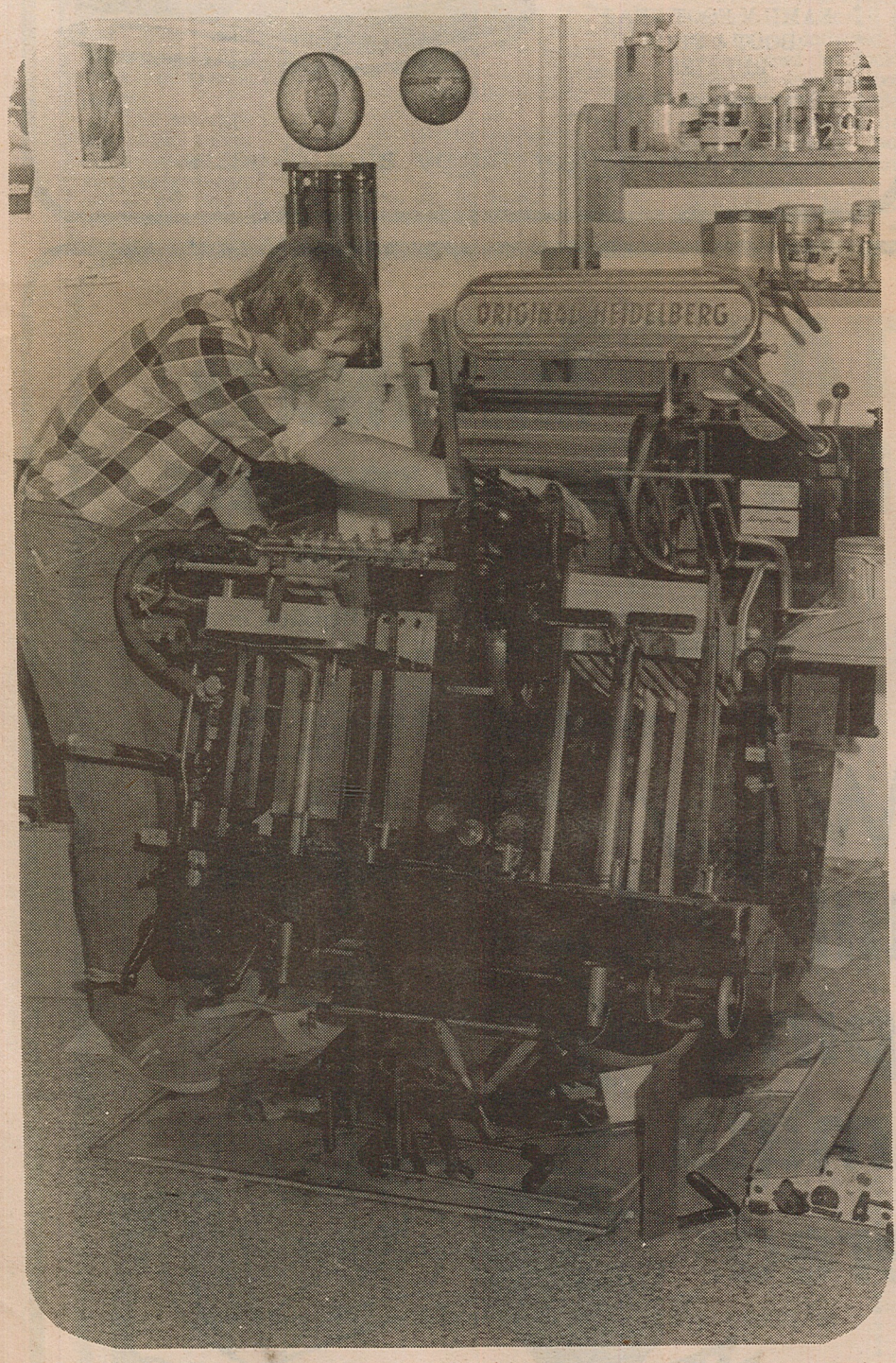
* * * *

Bruce Fowler was Chronicle Sportsman of the Year.

* * * *

Dr Barnett Bond was the King of the Tower.

Old faithful still a willing workhorse



TAINUI PRESS letterpress machinist WAYNE SMITH on the Heidelberg.

February 6, 1964 . . . Tainui Press Limited, publishers of the Chronicle, have shown faith in their own future and that of Matamata, by installing the latest model of the famous Original Heidelberg printing machine.

The Heidelberg, a masterpiece of precision engineering, is recognised as the finest letterpress printing machine in the world. It is the ultimate in its sphere and enjoys a worldwide popularity.

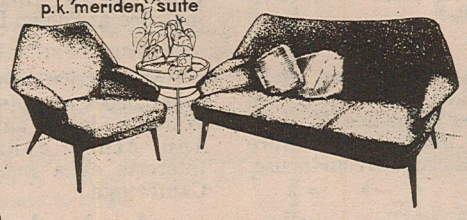
The machine just installed at Tainui Press Ltd is specially suited for all types of commercial printing and printing office stationery which can be produced at high speeds and with a perfect standard of workmanship.

June, 1984 . . . And still today the Heidelberg mentioned above is a willing workhorse in the Tainui Press factory. Over the past 10 years we have witnessed the biggest changes ever experienced in the printing world but man and the mighty chip have come up with nothing to equal the Heidelberg.

EXCLUSIVE TO CATCHPOLES FURNISHINGS

PARKER KNOLL OF ENGLAND

p.k. 'meriden' suite



this parker knoll suite brings to you the luxury of modern scientific design and comfort.

curved back, wide deep seat with reversible foam latex cushions, fully upholstered arms and mahogany legs.

the two chairs and full length settee can be covered to suit your individual taste.

Parker Knoll will reflect your good taste and provide lasting pleasure with its undated styling.

CATCHPOLES FURNISHINGS LTD.
Arawa Street
MATAMATA
Phone 248

Parker Knoll furniture is no longer available.

But at

Catchpole Furnishings Ltd

the furniture of the sixties has made way for the whole wide range of

quality furniture of the eighties

Arawa Street Phone 8956

Fashion CASUALS

Your Last Chance To Be In

SALE

CRAZY PRICES

for FINAL FOUR DAYS at FASHION CASUALS

No — we're not having a sale, but

Fur Coats and Short Coats Reduced

Slacks from $34.95
Skirts from $29.95
Pinafores from $49.95
Knitwear from $29.95

☆☆☆☆☆ Looking back at 1979 ☆☆☆☆☆

Bowling star, Mrs Elsie Wilkie, was awarded the MBE in the New Year's honours list.

* * * *

Drought conditions had a serious effect on milk production in the Matamata area.

* * * *

Bettors waged over a million dollars at the Matamata races thus creating a new record for the Matamata Racing Club's summer meeting.

* * * *

Matamata horse-racing fans lost the chance of an extra race-day when the New Zealand Racing Conference turned down an application by the Putaruru Racing Club to hold a restricted totalisator meeting at Matamata.

* * * *

Johnson grass was discovered in maize crops and farmers, stock agents and contractors were urged to be alert for any unusual plants growing on farms.

* * * *

Nearly 200 members of the Matamata Lions Club and their wives celebrated the club's 20th anniversary when they held a dinner in the Memorial Centre.

* * * *

The Matamata Trotting Club's inaugural on-course only totalisator meeting was a great success with a turnover of $10[illegible],547.

* * * *

A stopwork by boiler firemen at the Waharoa Dairy Factory resulted in the release of thousands of dollars worth of milk into the Waitoa River.

* * * *

One of Matamata's greatest rugby stalwarts, Mr Ivan Howard, was elected as a life member of the Waikato Rugby Union.

* * * *

Hamilton coroner, Mr R. J. Webb, could not deliver a clear finding after a two-and-a-half hour inquest into the death of Mr Rod Wormley. Mr Wormley died from amoebic meningoencephatitis on November 1, 1978, after swimming in the Moana-Iti hot pools on October 22.

* * * *

Matamata paraplegic, Brent Gibson, won three golds and three silvers for swimming and a bronze for table tennis at the New Zealand Paraplegic Games.

* * * *

The stake for the Matamata Racing Club's premier race, the Matamata Breeders' Stakes, was increased from $16,000 to $25,000.

* * * *

Matamata's Mayor, Dr N. A. Algar, met with the Minister of Justice, Mr J. K. McLay, to discuss the closure of the Matamata courthouse.

* * * *

Matamata racing stables completed another record season, winning 237 races for stakes of $742,638 — up $42,068 on the previous season.

* * * *

A Taihoa boy, Marcus Madill, was chosen to join other New Zealand children on a trip to Disneyland.

* * * *

Followings hard on the heels of the announcement of the closure of Matamata's courthouse was the news of the proposed discontinuation of the Matamata-Tokoroa Road Services link.

* * * *

Matamata swung into action with the appointment of a committee to present a case to keep the courthouse in Matamata.

* * * *

A 25-year-old Taupo artist Mrs Fientje Allis-Van Rossum won the Matamata Borough Council's wall hanging competition. The competition was organised to find a design to be used on a wall hanging to be displayed permanently in the Memorial Centre's Tainui Room.

* * * *

Murray Taylor was named as first five-eighth for the All Black team to meet France in the first test at Christchurch.

* * * *

An emergency power plant costing $16,000 was installed at Pohlen Hospital.

* * * *

United action to save rural courthouses was pledged by Waikato local authorities and other concerned interests at a meeting in Cambridge.

* * * *

A former Matamata County chairman, Mr I. K. Wood, and his wife, Mrs Barbara Wood, were among the 257 people killed when an Air New Zealand DC-10 crashed in the Antarctic.

* * * *

The Matamata Anti-fluoride Association wrote to the Matamata Borough Council urging and requesting the ceasing of further adding of sodium fluoride to the town's water supply.

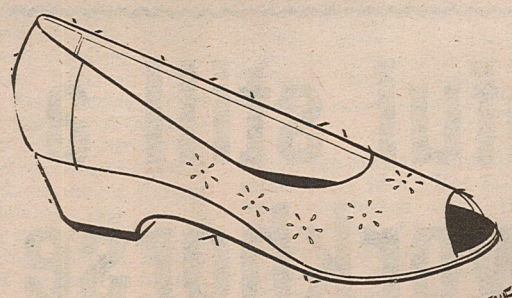
☆☆☆☆☆☆☆☆☆☆

• **Famous entertainers fascinated during 1983.**

☆☆☆

HAPPY FEET

ARAWA STREET NORTH PHONE 8824



See our range of children's winter shoes.

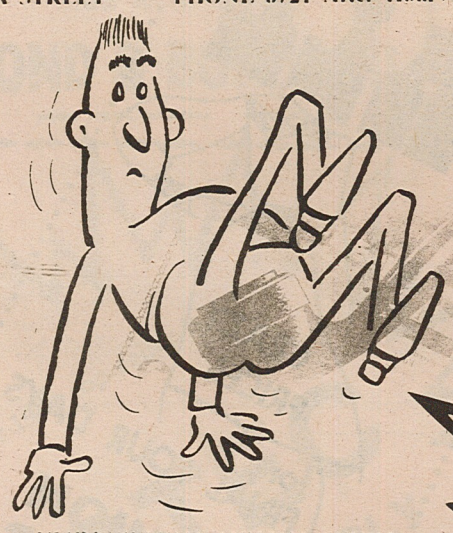
ALF DOWNEY
FAMILY FOOTWEAR
BOOT & SHOE
REPAIRS
Arawa Street North

Still keeping feet happy after 21 years.

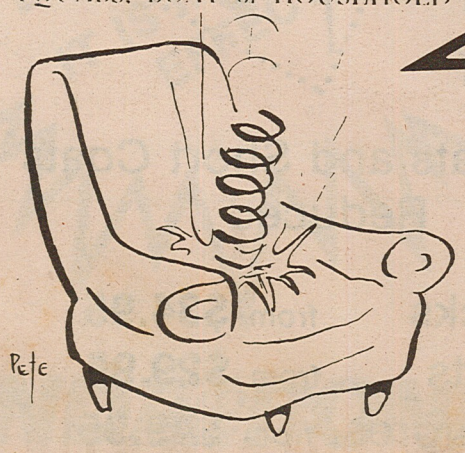
MATAMATA

MOTOR TRIMMERS

HETANA STREET PHONE 8721 After Hours 809



FURNITURE UPHOLSTERY
LOUNGE SUITES RECOVERED
DINING CHAIRS RECOVERED
SQUABS, BOAT or HOUSEHOLD



Still keeping Matamata covered!

MATAMATA

MOTOR TRIMMERS

HETANA STREET PHONE 8721 After Hours 8091

MOTOR UPHOLSTERY (Repaired or Renewal)
CARPET REPLACEMENTS — VYNL TOPS
WINDSCREENS FITTED
BOAT COVERS, CANOPYS,
CARAVAN AWNINGS

☆☆☆☆☆ Looking back at 1980 ☆☆☆☆☆

Two Matamata people, Mr Hugh McGahan and Mrs Joan Leggatt, were named in the New Year's Honours List. Mr McGahan was made a Member of the British Empire for his services to local body affairs and Mrs Leggatt received the Queen's Service Medal for her work with local organisations.

* * * *

Matamata thoroughbred breeders reaped a $1.5 million bonanza from yearling sales at Hamilton and Trentham.

* * * *

Matamata College athlete, Lyn Massey, broke the New Zealand junior women's 110 metres hurdle record with a time of 14.2s.

* * * *

The death of an experienced pilot marred the 1980 Blue Stratos Hang Gliding Championships which were staged on the Kaimai Ranges.

* * * *

The Matamata Borough Council considered making an offer for the purchase of the Matamata Courthouse for the purpose of holding court sittings at Matamata.

* * * *

Two titles were claimed by Matamata bowlers at the national women's championships at Wellington, Rhoda Ryan won the singles and Elsie Wilkie and Zelda Clements combined to win the pairs.

* * * *

Robin Collins of the Matamata Gun Club was selected in the New Zealand four-man Olympic trench shoot team.

* * * *

Lynnette Massey won the New Zealand junior women's 100m hurdles title.

* * * *

Young Turanga-o-moana athlete, Brent Gibson, won eight gold, two silver and one bronze medal at the National Paraplegic Games at Invercargill.

* * * *

Representatives of several local authorities from the Waikato met the Minister of Justice, Mr McLay, in Wellington to protest the closure of courthouses at Matamata, Cambridge, Paeroa and Te Aroha. The Matamata County Chairman, Mr A. W. Temm, reported that the Minister was very generous with his time and Mr Temm said, "I'm hopeful that we will get our courthouse re-opened."

* * * *

The Matamata Jaycees launched a project to get a flag for Matamata.

* * * *

NEW ZEALAND
COMMUNITY NEWSPAPERS' ASSOCIATION
Better Newspapers Competition
1978
This is to certify that
Matamata District Chronicle
gained **Second** *prize in this Association's competition for*
Best All-Round Newspaper
PRESIDENT
SECRETARY

The Matamata Festival of Flowers, "Music Lends Enchantment," was a great success — a triumphant example of saying it with flowers.

* * * *

Okoroire's Ian Campbell and his horse, Calico Joe, became the greatest stakes winning combination in New Zealand show jumping history.

* * * *

The Minister of Justice, Mr McLay, announced that the Matamata Courthouse was to remain closed.

* * * *

A proposal to meter water supply was discussed at a monthly meeting of the Matamata Borough Council.

* * * *

Nearly four months after the Matamata Borough Council wrote offering to purchase the Matamata Courthouse the Minister of Justice, Mr J. K. McLay, replied refusing the offer.

* * * *

The Matamata branch of the Rural Banking and Finance Corporation opened for business.

* * * *

Matamata Borough councillors and council staff staged a mock-up in Arawa Street to establish whether or not Arawa Street is wide enough for traffic if centre carriageway lighting is installed.

* * * *

The fluoride issue surfaced again when the Matamata Borough Council refused to meet a deputation which included people from outside Matamata. The council had earlier agreed to meet with members of the Matamata Anti-Fluoride Committee.

* * * *

Mr H. F. Saunders of Okoroire set a new price record when he sold a bull at the National Angus Sale for $21,000.

* * * *

There was no election for seats on the Matamata Borough Council with three new councillors gaining seats unopposed.

* * * *

Matamata Jaycees won the national debating competition.

* * * *

Matamata woman, Mrs Val O'Sullivan, was elected chairman of the Waikato Hospital Board.

* * * *

An outstanding performance in extremely difficult weather conditions saw Robin Collins of Hinuera become the New Zealand trench shooting champion.

* * * *

Many Matamata shops opened for trade on Saturday mornings during December, but most retailers made it clear that they would not be opening on Saturdays after Christmas.

* * * *

Outstanding lawn bowler, Rhoda Ryan, was named Matamata Sportsman of the Year.

* * * *

Neil Gaskell won the "King of the Tower Race".

R. & S. FOSTER
Are your local agents.
Arawa Street, Matamata
Phone 8815

MILKING MACHINES
AHI
Slide Pulsation
NDA

SPA & POOL CHEMICALS & FILTRATION

JETTER WASHING
AHI
Wallace
Bodmin

PNEUMEDIC POWER DRENCHING SYSTEM

WATER PUMPS
Grundfos
Davies
Wallace
Onga
Barclay Water Ram
Hi Torque Windmotor
Water Wheels

Pulleys
V Belts
Galv Pipe Fittings
PVC Pipe Fittings
HOSING & TUBING
WELL DRILLING

MANY YEARS OF SALES & SERVICE

FORMICA REGD

21 years ago

ORDER YOUR
FORMICA LAMINATE
decorative laminate
cut to any size from

C. & M. McKENZIE Ltd.
Firth Street Matamata

We can obtain for you promptly any pattern or colour of FORMICA laminate cut to the sizes you require. Prompt Service. We can also supply FORMICA Contact Bond Adhesive in ½ pint to 1 gallon tins.
"Formica" is a registered trade mark.

today

FORMICA REGD

DECORATIVE LAMINATE
COVERS THE FULL SPECTRUM OF COLOUR

C. & M. McKENZIE LTD
COMPLETE BUILDING SERVICE
Firth Street, Matamata

IF IT'S NEWS
PHONE 7011

Our 81st year in Matamata

We are just a phone call away.

8089 *is the number to call for good old fashioned service.*

afc Allied Farmers

☆☆☆☆☆ Looking back at 1981 ☆☆☆☆☆

Yearlings from studs in the Matamata district made in excess of $1.5 million at the national yearling sales at Trentham.

* * * *

A Ngarua farmer offered a reward of $500 for information leading to the recovery of 32 head of stock stolen from his property.

* * * *

Matamata paraplegic athlete Brent Gibson was chosen to compete at the British Sports Association for the Disabled Games to be held in the United Kingdom.

* * * *

Four Matamata lady bowlers made their mark at the national level by winning the blue riband event — the fours champs. They were: skip Rhoda Ryan, Adrienne Lambert, Betty Schwass and Islay Garland.

* * * *

A farm auctioned in the Matamata district fetched close to $4100 an acre — then the highest price paid for economic dairy land in the district, according to the auctioneers.

* * * *

Mrs Maureen Edwards of Te Poi became the New Zealand Women's Clay Bird champion.

* * * *

Matamata speed kings, Bob Clarkson, Lewis Wymer and Don Catchpole won the Southern Nationals at Christchurch to complete a hat-trick by winning, earlier two other national titles the Northern Nationals and the New Zealand Nationals.

* * * *

Matamata College athletes again won the Waikato Secondary Schools Championships held at Porritt Stadium.

* * * *

A flashflood which swept through Matamata left a trail of damage in its wake. Torrential rain which started at about 4.30 pm overwhelmed the town's drainage system leaving the central town area a sea of water which flowed through shops and homes. The official rainfall for the 24 hour period was 112mm (four inches) 100mm of this fell between 4.30 pm and 5 pm. It was the second heaviest rainfall to occur in the area since records were started in 1920. The heaviest was recorded over a 24 hour period on February 2, 1967.

* * * *

A Hinuera farmer finds that he has "lost" five acres of his land. An advertisement in the Chronicle asking anyone knowing the whereabouts of the land to contact the owner created a lot of amused interest. The land was not "found".

* * * *

The Barber of Broadway, Tom Dalziel, closed his shop after 42 years in business int he premises.

* * * *

A Chronicle story highlighting the difficulties the disabled experience in trying to get into the Matamata Post Office and the efforts the Crippled Children's Association has made to have a ramp constructed, hits home and the Post Master General gives the OK for the ramp.

* * * *

Bowlers Elsie Wilkie and Rhoda Ryan of the Matamata Women's Bowling Club left for Ontario as part of a five-strong NZ team contesting the world championships.

* * * *

Studmaster, Mr Jack Lindsay of Balcarres Stud announced that his property will be sold to an Australian consortium for a record $5 million, as a going concern.

* * * *

Mr Jim McLay, Minister of Justice, refuses to meet with a group of Matamata people intent on getting the courthouse re-opened. He agrees, however, to meet with a deputation from the Waikato United Council in which Matamata's Mayor, Dr Neil Algar, will be included.

* * * *

The Givernor General, Sir David Beattie opens the new Totara Springs Auditorium built at a cost of $216,000 by mainly voluntary labour but valued at far more than that.

* * * *

The threat of closure hanging over the Matamata Maternity Hospital is lessened after an announcement by the Waikato Hospital Board that Putaruru and Otorohanga Hospitals are the ones to be investigated for closure.

* * * *

Jim and Anne Dovell of the Waharoa Service Station win the Mobil Dealer of the Year Award in competition with 450 other dealers around the country.

* * * *

Drag racing star, Lewis Wymer, is named Matamata Sportsman of the Year.

* * * *

Tim Corbett sets a new record for the annual King of the Tower race with a time of 23 minutes 54.9 seconds over the seven kilometre field of 48 adults and 13 children.

New Zealand COMMUNITY NEWSPAPERS Association

Better Newspapers' Competition

1975

THIS IS TO CERTIFY THAT

Matamata Chronicle

gained Third prize in this Association's competition for

Display Advertising

PRESIDENT

SECRETARY

New Zealand COMMUNITY NEWSPAPERS Association

Better Newspapers' Competition

1976

THIS IS TO CERTIFY THAT

Matamata Chronicle

gained second prize in this Association's competition for

Display Advertising

PRESIDENT

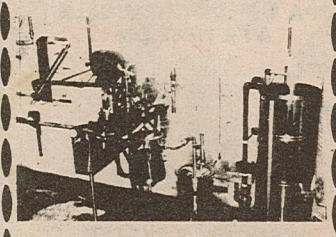
SECRETARY

PEDDIE & JOBE

Agent: MACEWENS MILKERS

Save time washing milking equipment with an IN-PLACE WASHING SYSTEM

A hight-capacity cleaning unit which will rinse and wash any size plant in one operation. A large volume of cold water rinses milk from the plant before a fipal hot water wash.



AUTOMATIC VAT WASHING

At last! Push-button Vat Washing — a complete Vat Washing System.

Vat rinsed with wetting agent then washed with Ioda Vat and hot water.

TEAT WASHING WATER WARMER

Complete with element and thermostat $18.50 (Fitted direct in water line)

PUSH-ON, BACK-FLUSHING, CUP WASHER $6.50

Phones:
SHOP 7524
After Hours:
JIM JOBE 7009
RON PEDDIE 8246

THE JOBE RANGE OF VALVES

☆ ☆ ☆

Buy Jobe, They're Good

MANUFACTURED BY

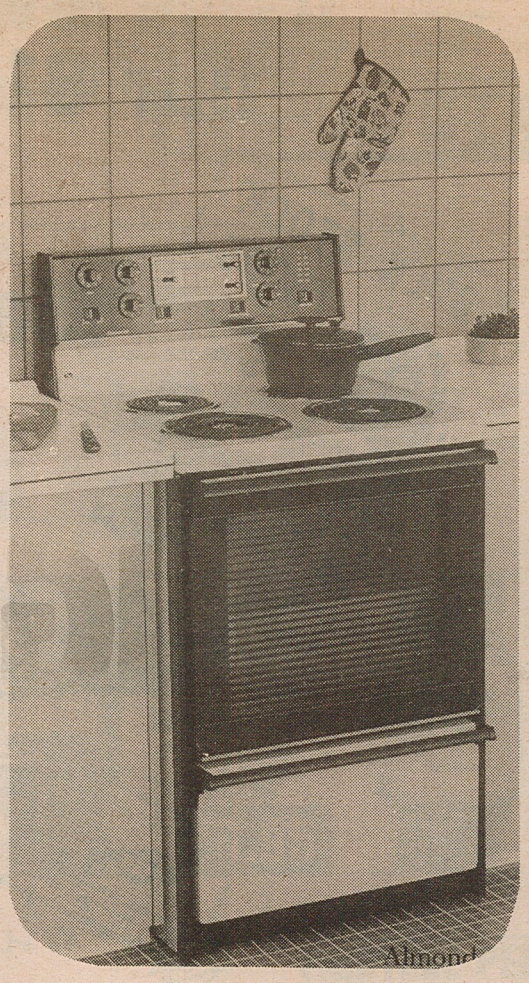
J.S. JOBE LTD
MATAMATA

J.S. JOBE LTD
MATAMATA
PHONE 7524

It's our 20th birthday . . .

Buy an Atlas Sheraton range by the end of August and you will be in the draw to get it for nothing!

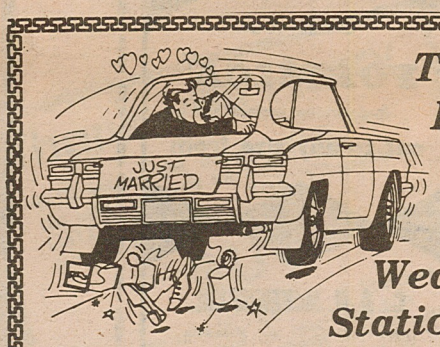
Happy birthday!



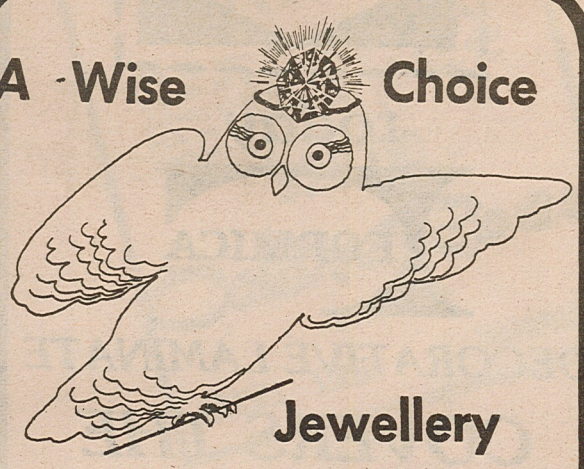
REGISTERED ELECTRICAL CONTRACTOR

MERV KING ELECTRICAL
52 Burwood Road
Phone 7578

Tainui Press for all Wedding Stationery



A Wise Choice



Jewellery

— FROM —

T. K. COXHEAD

JEWELLERS – BROADWAY

Diamonds are forever . . . at

Williams Jewellery

Broadway, Matamata **Phone 8879**

Member of the New Zealand Jewellers Association

☆☆☆☆☆ Looking back at 1982 ☆☆☆☆☆

Totara Springs Christian Centre was the venue for the International Rally Aruru, attended by 1500 Every Boy's and Every Girl's Rally leaders and members from all parts of the world.

* * * *

Matamata vendors provided some of the higher priced lots at the bloodstock yearling sales held in Hamilton by Dalgety Bloodstock and Wrightsons. Over the two sales Matamata yearlings fetched a total of $445,000, down by over $50,000 on the 1981 total for the two sales.

* * * *

Yearlings either prepared or owned in Matamata gathered a total of $1,220,000 at the two-day National Yearling Sales at Trentham.

* * * *

The Matamata Borough Council's Children's Holiday Activity Programme drew to a successful conclusion. An estimated 1500 children took advantage of the entertaining programme run by students employed under the Student Community Service Scheme.

* * * *

Matamata paraplegic Brent Gibson, added another New Zealand disabled swimming record to his "Bag" at the Bay of Plenty area disabled games where he broke the 50 metre breaststroke record of 59.8s by exactly one second.

* * * *

The Prime Minister, the Right Honourable R. D. Muldoon opened the New Zealand Co-operative Dairy Company's 35 million dollar casein, lactalbumin and ethanol factory at Tirau.

* * * *

Former Matamata athlete Christine Hughes "easily" won the Queen Street Mile (Auckland) in an excellent time of 4m 3.07s.

* * * *

Fire caused damage estimated at over $80,000 to the main office block at Matamata College. Matamata police confirmed that the fire was deliberately lit.

* * * *

A New World Supermarket was opened in Matamata by Mr Vern Heydon.

* * * *

Okoroire farmer, Mr Martin McAdam, was awarded the Lincoln College Bledisloe Medal for his outstanding contribution to the New Zealand bull beef industry. Mr McAdam was ICI Waikato Farmer of the Year (sheep section) in 1980.

* * * *

Miss E. V. Bell was awarded life membership by the Matamata Centennial Drive Development Society in recognition of her services during the 25 years of its existence.

* * * *

Matamata spinner and weaver, Barbara Wilson, won the New Zealand Romney Award for the second time, along with partner Peg Fitzgerald of Mount Maunganui.

* * * *

At a meeting with the administration committee of the Matamata Borough Council, Police Sergeant Peter Agnew said that a breakdown in communications was the main problem behind the dissatisfaction expression by Matamata people at the poor police coverage in the district.

* * * *

Te Poi farmer, Gary Fowler, won the ICI Tasman Farm of the Year (Diversification section) for his success at dairy and deer farming.

* * * *

Matamata Borough Councillor Mrs Gladys Wallace, was awarded the Queen's Service Medal in the 1982 Queen's Birthday Honours.

* * * *

Robin Collins was named to represent New Zealand in the trap shooting event at the Brisbane Commonwealth Games. Jenny Simpson had earlier been named to represent her country in the women's bowling events.

* * * *

The Matamata firm of Waterson and Company celebrated 60 years in business.

* * * *

A Turua man applied to the Matamata Borough Council for planning consent to build an abattoir on land adjacent to Mangawhero Road.

* * * *

Boxing referee Mr Keith Walker was appointed to referee at the Commonwealth Games in Brisbane — his second international appointment in the year.

* * * *

The Chronicle was placed fourth equal in the Community Newspapers' Association display advertising section. There were 47 entries in the competition.

* * * *

The Minister of Justice informed the Waikato United Council that no new evidence had come to light which would make him change his mind about the closure of the Matamata Courthouse and drew an angry reaction from Matamata's Deputy mayor, Cr Don Stanley, "He (the minister) has virtually told us to get lost," Cr Stanley told a borough council meeting.

* * * *

Matamata bowler Jenny Simpson returned from the Commonwealth Games triumphant with a Silver Medal for third place in the triples event.

* * * *

A group of people decided to form an Abattoir Objectors Committee to lodge an appeal, to the Town and Country Planning Tribunal, against the Matamata Borough Council decision to grant the planning application to build an abattoir in Mangawhero Road.

* * * *

Plans for a pavilion at the Matamata Domain, to be shared by the Netball Association, the Tennis Club, were approved by the Matamata Borough Council.

* * * *

The Matamata Public Relations Association Santa Parade, held for the first time on a Saturday, was an outstanding success. There were 46 floats in the parade and the streets of Matamata were crowded to see the event.

* * * *

Okoroire sheep farmer and horseman, Ian campbell, won the 1982 Matamata Sportsman of the Year Award sponsored by the Chronicle.

* * * *

Brian Priest set a new record at the annual "King of the tower" race, run in the worst conditions of its five year history. He scorched home in 22 minutes 53 seconds — 1m 1.9s faster than the previous year's record. The number of entries for the race — 21 — was a record too.

JSW
JSW BH80W
WE ARE EXPERTS at
SEWERAGE and ROAD WORK
Dragline, Grader and Compressor For Hire.
J. SWAP CONTRACTORS LTD.
Telephone 767 Matamata
Suppliers of Sand, Gravel and Road Metal
Concrete Shingle supplied at 19/9 per yard, delivered
in Matamata

still

WE REALLY DIG IT!

when swamp reclaiming, willow clearing, drain making, stop-banking or shaping

The seven dwarfs, legend has it, used to "dig dig dig dig dig dig all day long". But they wouldn't hold a candle to just one of the big wide track diesel diggers we can put to work for you. These dedicated diggers have a voracious appetite for work. Which means less time on the job and more reasonable costs to you. New machines, expertly operated, really break up the earth but very rarely (if ever) break down on the job. That's the kind of efficiency you want from us. That's why you'll agree — "It's no sweat to Swap".

Call us now at MATAMATA 8836

IT'S NO SWEAT TO SWAP J.Swap CONTRACTORS LIMITED

☆☆☆☆☆ Looking back at 1983 ☆☆☆☆☆

Jockey Lance O'Sullivan represented Matamata in a three-race international jockey series at the Matamata Racing Club's Breeders' Stakes meeting.

* * * *

Christine Hughes and Shane Marshall were chosen to represent New Zealand at the World Cross Country Championships in England.

* * * *

Peter Nooyen's application to hold a music festival on his Cedar Park property at Hinuera was turned down by Matamata County Council. (He appealed against the decision later in the year, but lost the appeal.)

* * * *

The Breeders' Stakes meeting was described as being one of the greatest occasions ever in the Matamata district, with over 5000 people attending.

* * * *

Matamata Gun Club member Maureen Edwards of Te Poi won her second national title by winning the Deb Oliver New Zealand single barrel event for ladies.

* * * *

Wilfred Setz of Matamata was the top apprentice in New Zealand following the automotive electrical first qualifying trade examinations.

* * * *

Thanks to the generosity of Matamata residents, Tracie Hill, who suffers from multiple disabilities, was presented with a car which was paid for by fundraising launched by Matamata Rotary Club and the Chronicle.

* * * *

Three Matamata men were honoured in the Queen's Birthday honours list: Dr Neil Algar, QSO, Mr Arnold Clements, OBE, and Mr Jim Gardiner, QSM.

* * * *

Matamata resident Don Stanley was elected as the president of the New Zealand Amateur Swimming Association.

* * * *

Mr Arnold Clements, OBE, received the Gold Star with Diamond. He was only the third person to receive such an honour and the first World War II veteran.

* * * *

Walton farmer Arie Kranenburg was awarded with an Underground Resistance Cross for his work in Holland during the second world war.

* * * *

Mrs Carole Butler was chosen to referee a North-South netball match, which maintained her ranking as one of the three top referees in New Zealand.

* * * *

The Matamata Chronicle changed its masthead and added some colour to the front and back pages of the newspaper.

* * * *

Vicki Jones won the Chronicle's adult Christmas short story contest, while Geoffrey Livingstone won the second school section and Maia Edwards won the primary section.

* * * *

Kevin Guest became the new "King" of the Tower in the annual Tower race.

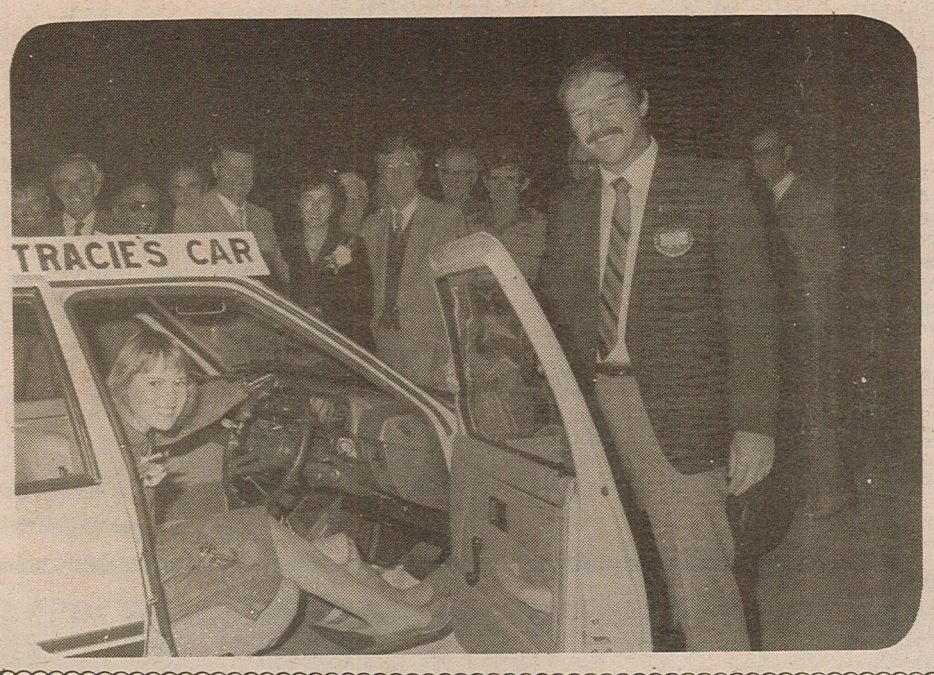


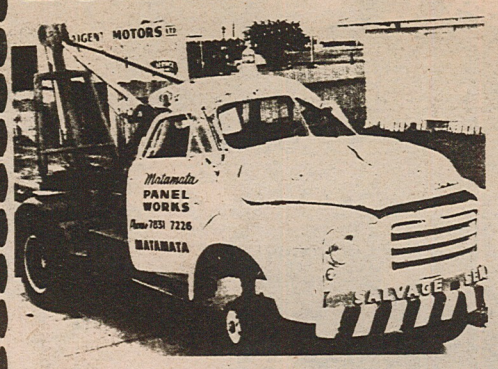
PHOTO LEFT: The Rotary Club - Chronicle appeal "Transport for Tracie" was successful in raising over $3000 for a car for disabled lass, TRACIE HILL, pictured the night the keys were handed over by Rotary president, Colin Davis.

Pic from the past

August, 1980

SNOW on the Kaimais, which lay on the ground for four days, was a spectacular sight. The Chronicle sold dozens of copies of this photo, taken by Mark Baker.

We're Down BUT NOT OUT!



INSPITE OF OUR MISFORTUNE LAST MONDAY, WE ARE BACK IN THE TOW TRUCK BUSINESS FROM TODAY WITH A NEW TRUCK

MATAMATA PANEL WORKS

PHONE 7831 PERIA ROAD

Still in the tow truck business with better equipment than ever!

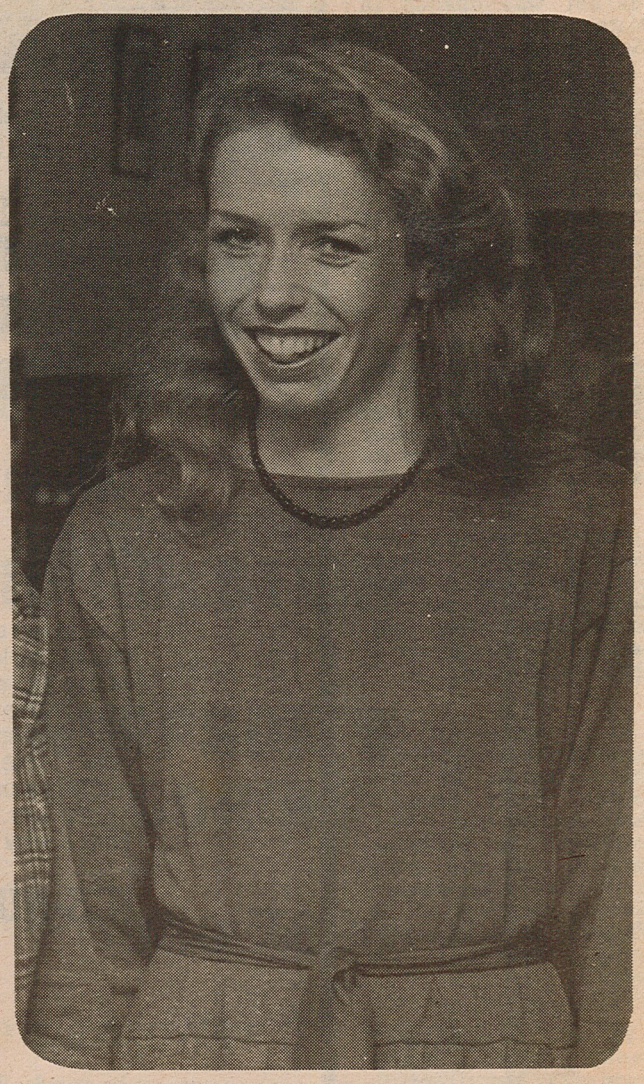
Contact us for
* Wheel alignments and balancing
* Radiator repairs
* 24 hour salvage

Free wheel alignment with every pair of GABRIEL shock absorbers fitted!

MATAMATA PANEL WORKS LTD

Peria Road, Matamata — Phone 7831 or 7670 for a no obligation quote.

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆ LOOKING AT 1984!



LYNETTE GRIME (nee Massey) did Matamata proud by becoming its first-ever Olympian . . .

From the Matamata Householder:

Tadpoles as big as bulldogs in the Centennial Baths . . !

A story in the first issue of the Matamata Householder (February 18, 1958) carried the heading "Tadpoles as big as bulldogs in the Centennial Baths — frogs' serenade."

The introduction to the story spoke of a host of staunch swimming club supporters associated with the building of the pool and the widespread public support for the project.

The project, to mark New Zealand's Centennary in 1940, was started by the far-sighted William Gordon who was also responsible for having the watershed on the Kaimai Ranges (Gordon Park), made a public reserve to ensure for all time a "plentious" supply of water for Matamata.

It goes on to describe the official opening of the pool which was marred by tragedy when the mayor of the day, Mr Jack Buchanan, also patron of the swimming club, collapsed whilst delivering his opening speech and died soon after.

The Centennial Bath was the first Olympic standard swimming pool outside Auckland and its opening was marked by a swimming carnival which went on at Mrs Buchanan's request, despite the mayor's death.

But that all happened in 1942.

Getting back to the current issue of tadpoles as big as bulldogs in the Centennial Baths, the writer of the story says:

What must those stalwarts of the Matamata Swimming Club think today when they survey what was then a scene of activity and enthusiasm?

The joyous yells, screams and fun noises of hundreds of youngsters and teenagers disporting themselves in the baths, are silenced.

The swimming club is (apparently) defunct.

The baths are full of water, reserved for fire fighting use only.

The buildings are slowly but surely disintegrating under the pressure of non-maintenance and vandalism. Outside walls are becoming covered with rank growth.

Tadpoles as big as bulldogs have taken charge of the paddling pool.

Residents and strollers in the vicinity of the baths in the cool of the evening are treated to a frog serenade that would make the Andrews Sisters green with envy.

No! This is not the Vicar on the air again.

It is another first hand observer!

Fortunately someone had the foresight to put away the diving boards. Or have they just disappeared!

The purpose of this screed is not to criticise the borough council's handling of the baths so much as an effort to stir up some enthusiasm, to bring pressure on the council to do something about it.

After all, most local bodies only do what public opinion forces them to do.

The generally accepted reason for the closure of the baths in recent summers is a shortage of water.

The Primary School authorities last year put down a bore and built a kids' bath 50 yards away from the Matamata Centennial Olympic Pool.

Could the borough council not have invested the small amount required to do the same for the Centennial Pool, or could not a live swimming club have raised enough for such a scheme?

Furthermore, would it not have been possible for the council to obtain permission to use the school bore (water!) during the school holidays, to supply the Centennial Baths and keep hundreds of kids cool and happy?

It's a colossal shame that a town of Matamata's size and growing dignity and place in the national scheme of things, should allow an asset such as the baths to become not only unuseable but an aesthetic eyesore and (particularly as a frog breeder), a nuisance.

"Residents and strollers in the vicinity of the baths" today no doubt are pleased that such a state of affairs was not allowed to continue.

(There are few towns the size of Matamata which can boast a swimming complex and public amenity as modern and well cared for as the Matamata Centennial Baths are today.)

1963 . . . Matamata Chronicle . . . 1984

Worth Waiting For!

YOU MAY have to wait your turn when you go to DON HOLMES for a Haircut, but you can bet your boots there'll be no undue delay. Don needs the shekels, and he wants them fast. BUT, a well cut head of hair means more to Don than the shekels (what am I saying!) SO, call on Don Holmes for a quick, stylish hair-do. You won't regret it!

FOR SILENT SERVICE

DON HOLMES

BROADWAY PHONE 703

Matamata Hairdressers

Original ad — 1961 Householder

MATAMATA REFRIGERATION SERVICES LTD

CONGRATULATE

the Chronicle on its anniversary.

WE'VE BEEN AROUND FOR A WHILE TOO!

For repairs to refrigerators, freezers, washing machines, dryers, dishwashers, sales and service of commercial refrigeration, cool rooms and air conditioning.

TUI STREET, MATAMATA Ph 7345 COLLECT

The famous Tattersfield Comet Divan

and it is still

Tattersfield Comet today

Mattress only
Mattress and 4" base
Mattress and 4" Base, Legs, Rimu Headboard
Mattress and 4" Base, Legs, Rimu Headboard, 2 Drawers

COMET TODAY

Double Size $298.00

Single Size $215.00

See our range of waterbeds.

Iles & Burgess Ltd

Broadway, Matamata Phone 7286

We have enjoyed it . . . have you?

Putting this anniversary feature together has been fun!

We have enjoyed the chance to browse through back issues of the Chronicle, picking out highlights from each year, to include in the preceeding pages.

It is, perhaps, only when we set out on a project like this that we realise what a newsworthy place the Matamata district is.

The history of the past 21 years, since the old Matamata Householder became the Matamata District Chronicle, is rich with the successes of individuals, organisations and industry — both agricultural and manufacturing.

All these successes are eminently newsworthy but it is the activities of ordinary, "every day" people which make a community newspaper "tick".

And of course the interest of readers which makes it a success.

But no newspaper stays in the business without the support of its advertisers and this support the Chronicle certainly has.

To put this feature together we called on all our old faithfuls — the people who have been advertising in the Chronicle since 1963 or shortly after.

Many of these people were also staunch supporters of the Matamata Householder and their support of the Chronicle continues to this day.

In most of the advertisements there appears an advertisement from the past. We have used the old advertisement in conjunction with a "late model" and the end result makes interesting reading we believe.

A remarkable feature is the number of businesses in the same hands or in the same line, even if the name has changed.

The heartwarming feature for the Chronicle is that all these people have been interested and willing to take that trip down memory lane with us.

We hope our readers have enjoyed this anniversary feature as much as we have enjoyed producing it.

ALFA-LAVAL

SOMETHING OLD . . .

Alfa Laval is 101 years old.

SOMETHING NEW . . .

We are up with all the latest technology.

SOMETHING BORROWED.

Alfa Laval doesn't need to borrow ideas — technology is our business.

SOMETHING BLUE . . .

That's our colour — it's tried and true.

ALFA-LAVAL

John and Rosella Babnik congratulate the Chronicle on "coming of age" — we hope it will be around as long as Alfa Laval

JOHN BABNIK

Broadway, Matamata Alfa Laval Agent Phone 8051

WIN A LUXURY WEEKEND FOR TWO AT THE SHERATON AUCKLAND

Arranged by the friendly team at

DALGETY CROWN TRAVEL

Broadway, Matamata Phone 7186

Sheraton Auckland Hotel

ALL FAMILY AND PORTRAIT SITTINGS DURING JULY AND AUGUST ARE ELIGIBLE TO GO INTO THE DRAW.

TO WIN YOU HAVE TO BE IN. BOOK NOW. PHONE 7854.

PRIZE INCLUDES

- 2 nights accommodation for two.
- 2 buffet cooked breakfasts.
- 2 three course dinners in the Steam Biscuit Factory.

BE IN TO WIN NOW

"MELROSE"

"PHOTOGRAPHY OF QUALITY"

BROADWAY, MATAMATA

GRAEME S. MORRISSEY

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